

Appendix A
Bike Louisville 2006 plan



Goal: Teach cyclists and motorists to share the traveling environment safely and ensure that police, planners and engineers understand the laws governing cyclists' rights and responsibilities when using the roads and trails of Louisville.

CHILDREN

The youth bicycling program will be offered through local schools for grades 6, 7 and 8. This program will teach youth to be safe and responsible cyclists.

“What is learned first will influence our behavior later.”

This will be the foundation of our cycling education efforts.



Louisville Metro government will partner with the Louisville Bicycle Club, which will build upon its Bicycle Handling and New Rider programs, to offer training on bicycle safety, riding skills, fitness, nutrition, rules of the road and much more.



“Everytime I see an adult on a bicycle, I no longer despair for the human race.”

~ H. G. Wells

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Goal: Increase bike ridership by a broad range of residents for fun, fitness and transportation.

An environment that is safe and welcoming to cyclists of all ages and abilities must be created. The Bicycle Friendly Louisville Plan will succeed only if parents feel comfortable taking the kids out for a Sunday afternoon bike ride around the neighborhood. Therefore, a number of events and programs have been established to encourage more cycling in the community.

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Free bicycle parking was offered during the 2006 "Thunder Over Louisville."



CYCLING EVENTS

As part of the Mayor's Healthy Hometown Movement, two cycling events – Memorial Day and Labor Day – are geared toward getting the community's citizens out of their houses and onto their bikes.

"Nothing compares to the simple pleasure of a bike ride." ~ John F. Kennedy

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Goal: Equitable and consistent enforcement of all traffic laws affecting motorists and bicyclists, ensuring that the road is shared and that both groups take responsibility for their actions.

POLICE TRAINING

We will engage the Louisville Metro Police Department to enhance:

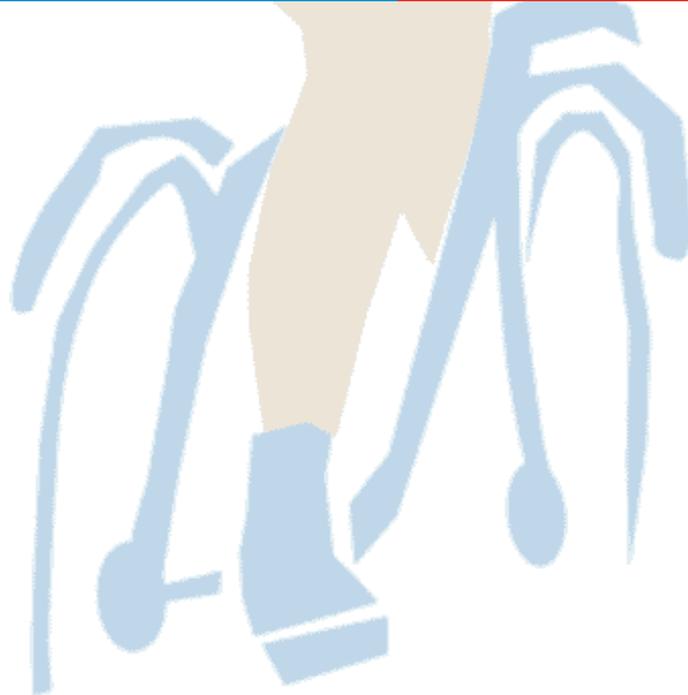
- Training of police officers regarding traffic laws and bicyclists' rights and responsibilities
- Targeted safety and enforcement campaigns
- Review/revise ordinances
- Police officers and public safety personnel using bicycles on a regular basis
- Performance evaluation of all trained and certified bicycle patrol officers
- Law enforcement community engaged in making bicycling safer and more accepted



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*"Melancholy is incompatible with bicycling."
~ James E. Starrs*

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Goal: Bicycling is fully integrated into the transportation network. Bicyclists of all ages and skill levels feel comfortable and safe riding to their destinations.

PRIORITY CORRIDORS

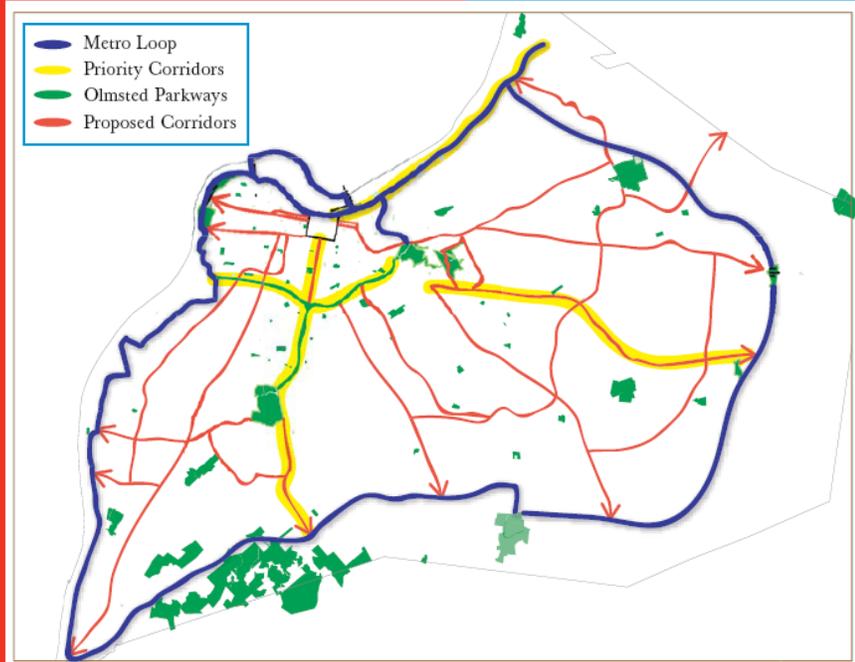
Top three priority corridors

River Road
Third St/Southern Parkway/New Cut Rd
Taylorsville Road

Priority corridors will provide bicycle connections to the Metro Loop, part of the "City of Parks" initiative.

Bicycling improvements will be made on Eastern, Algonquin and Southern Parkways, connecting three major Olmsted parks.

Existing trails, Olmsted Parkways and the residential street network system will feed into the cycling corridors that will make up a web of cycling facilities serving the entire community.



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Goal: Monitor and continuously measure progress in creating a more positive environment for cycling.

Success in achieving the goals of the Bicycle Friendly Louisville Plan can be determined only by measuring our progress. Metro government, working with its partners in the cycling community, will establish appropriate baseline periods and metrics for evaluating whether improvement has been made.

AREAS OF FOCUS

- Perceived safety and attitudes about sharing the road
- Motorist-bicycle and pedestrian-bicycle accidents
- Community event participation
- Road and trail maintenance
- Access to cycling facilities
- Dollars invested
- Bicycle facility usage





“She who succeeds in gaining the mastery of the bicycle will gain the mastery of life.”
 ~ Frances E. Willard
 How I Learned to Ride the Bicycle

Bicycle Facility Usage



Year	Bicycle Trips (Relative)
2005*	Low
2008	Medium-Low
2010	Medium
2012	Medium-High
2014	High

* Bicycle Summit

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Overview

The Bicycle & Pedestrian Program categorizes its efforts according to the “Five E’s,” a nationally standardized approach to bike/ped planning and development. The Five E’s are:

- 🚲 Education
- 🚲 Encouragement
- 🚲 Enforcement
- 🚲 Engineering
- 🚲 Evaluation

Each project and program in the Bike/Ped initiative is filed under one or more of these categories. This Continuity Plan will outline implementation timelines and budgets for projects within each category and will suggest organizational strategies for their continuation.

Background

The Bicycle & Pedestrian Program has both bicycle and pedestrian components. There is some overlap between bike and ped initiatives, particularly with respect to engineering/facilities and some promotional efforts, but in most ways they operate on separate, parallel tracks.

Bike Louisville

The bicycling aspect of the program is known as *Bike Louisville*. Bike Louisville began with Louisville's first-ever Bike Summit in February 2005. At the Summit, approximately 150 public servants and private citizens devised the *Bicycle-Friendly Louisville Plan*.

The Bicycle-Friendly Louisville Plan laid the groundwork for the Bike Louisville program according to the Five E's system. The Summit led to the creation of the *Mayor's Bicycle Task Force*, a steering committee with both public and private representation, to oversee implementation of the Bicycle-Friendly Louisville Plan's recommendations.

The *Bicycle & Pedestrian Coordinator* position, originally housed in the Department of Planning & Design Services and funded by federal Congestion Mitigation & Air Quality (CMAQ) funds, was created to staff the Task Force and implement the Bicycle-Friendly Louisville Plan. The Coordinator was moved to the Department of Public Works & Assets and became a permanent Metro-funded position in the Fall of 2007.

Healthy Hometown Pedestrian Summit & Community Walkability Plan

Louisville's pedestrian initiatives began in earnest in December 2007 with implementation of the Healthy Hometown Pedestrian Summit & Community Walkability Plan. The *Built Environment Committee* of the Mayor's Healthy Hometown Movement, an inter-agency and public-private collaboration (of which the Public Works Bicycle & Pedestrian Program is part), generated the concept and has contributed to its fulfillment.

The Department of Public Health & Wellness and the Department of Public Works & Assets partnered to secure and administer \$100,000 in short-range planning funds from KIPDA (the Louisville region Metropolitan Planning Organization) for the project. Nationally recognized consultants Toole Design Group, Gresham, Smith & Partners, and Mark Fenton were retained to host the May 2008 *Healthy Hometown Pedestrian Summit* and create Louisville's *Community Walkability Plan*.

The Summit and Plan are intended to lay the groundwork for a pedestrian program similar to what was done to create Bike Louisville. As of July 1, 2008, the Department of Public Health & Wellness has secured funding from the Robert Wood Johnson Foundation to, in part, oversee implementation of the Plan and continue the work of the Built Environment Committee.

Work Programs

This section will detail programs and projects, both active and planned/proposed, for the bicycling and walking initiatives respectively. The discussion will include a summary of work completed to-date, funding sources and projections, and timelines/budgets for implementation and continuation of projects and programs.

Bike Louisville

Bicycling projects and programs will be discussed in the context of the Five E's.

E1- Education

Goal

The Bicycle-Friendly Louisville Plan defines its goal regarding bicycling Education as:

"Teach cyclists and motorists to share the traveling environment safely and ensure that police, planners, and engineers understand the laws governing cyclists' rights and responsibilities when using the roads and trails of Louisville."

Programs

The Bicycle-Friendly Louisville Plan makes suggestions for Educational initiatives in several categories: Children, Adults, Public Employees, Motorists, and Other Initiatives. The Plan's implementation timeline suggests that Education programs in these categories be established in one to five years, from 2006 to 2010.

Bike Louisville has other means of educating the public that are not specifically addressed in the Bicycle-Friendly Louisville Plan. Primary among these is the Bike Louisville website, www.louisvilleky.gov/bikelouisville.

E1.1 – Youth Bicycle Education

The Plan states:

“The youth bicycling program will be offered through local schools for grades 6, 7, and 8. This program will teach youth to be safe and responsible cyclists.”

As of 2006, the only real bicycle education program focused towards youth was the Bike Rodeo program implemented in some JCPs schools with funding from the state government.

E1.1.1 - Work To-Date

Starting in 2006, Bike Louisville retained the services of Bicycling for Louisville, a charitable non-profit organization, to develop and implement a youth bicycling education program. The program has operated during the 2006 and 2007 school years at several elementary and middle schools throughout the county.

The program implemented followed a national-standard, intensive youth bicycle safety education curriculum with substantial before-and-after competency analysis and data collection. While the children who have completed these courses have certainly greatly improved their competency, the intensity of the program combined with competition for after-school time has resulted in relatively small numbers of participants at the target schools.

E1.1.2 - Timeline & Budget

The Youth Bicycle Education Program has been funded at \$10,000 per-school year over 2006 and 2007. The funding source has been federal grant money for bicycle and pedestrian education and promotion administered through the Kentucky Transportation Cabinet.

The coming years of the program, from 2008 through 2010 at minimum, can and should maintain a similar level of funding and from the same source. Bicycling for Louisville remains the only organization in the Louisville Metro area with the skills and resources necessary to implement Bike Louisville's Youth Education initiatives.¹ If additional vendors for this service become available, competitive bidding should include these vendors.

It is suggested, therefore, that Bicycling for Louisville (B4L) continue to be contracted at similar funding levels to implement its Youth Education curriculum and to make improvements based on its previous

¹ Bicycling for Louisville is currently raising funds on its own to purchase a mobile bike trailer and bikes for use in youth bike-ed programs. B4L has identified lack of access to bicycles as the main deterrent to participation.

experience.² Bike Louisville should include reasonable participation quotas in its contract with B4L. In the event that greater funding for educational programs becomes available, Bike Louisville should move to provide funding for B4L's purchase of equipment for the program in addition to maintaining or increasing funding for its operation.

Beginning in 2009, Bike Louisville should use additional grant funding (pending award of up to \$250,000 in CMAQ and TE funding) to implement an additional youth education program of reduced intensity and expanded scope. Doug Beckhart's existing Bike Rodeo program could be, as one option, expanded to additional JCPS schools.

E1.2 – Adult Bicycle Education

The Bicycle-Friendly Louisville Plan states that:

"Louisville Metro government will partner with the Louisville Bicycle Club, which will build upon its Bicycle Handling and New Rider programs, to offer training on bicycle safety, riding skills, fitness, nutrition, rules of the road, and much more."

The LBC has conducted bike handling and new rider classes to a somewhat limited extent for over fifteen years.

E1.2.1 - Work To-Date

The LBC has been offering bike handling courses to the public with financial support from Bike Louisville since 2006. The intent and result of this financial support has been to expand the reach of the LBC program by providing additional staff, supplies, and locations. Bike Louisville's support has allowed the program to grow from serving 42 participants per-week in 2005 to nearly 100 participants at one location alone in 2006, and more than 250 in 2007. The funding has also facilitated training of additional LCI's (League Cycling Instructors) who are certified to teach the course.

E1.2.2 - Timeline & Budget

While the initial intent of the Plan with respect to Adult BikeEd is being fulfilled on a greater scale, there is always room for expansion and improved efficiency/value. Focusing on training of more LCIs enables class sizes to increase and classes themselves to be held more frequently. Louisville should require classes to be provided throughout the community in accessible locations. Competitive bidding can produce more innovative and penetrating proposals (even if the pool of potential suppliers remains extremely small).

These changes can all occur by making more targeted use of existing funding levels. The Adult BikeEd program has been funded at approximately \$10,000 annually since 2006. The project is being let out for competitive bidding in 2008, but roughly the same expenditure is anticipated.³ Pending federal grant announcements for FY09, Bike Louisville should look to expand investment in this program by up to 100% over calendar year 2009-2010 (target dates set by the Bicycle-Friendly Louisville Plan). The additional investment would primarily expand the scope of the program (more trainers, supplies, locations, etc.) and provide for some targeted marketing and promotion.

² Bicycling for Louisville's reports on previous Youth Bike-Ed programs outline in detail (as required by their scope of work) the observed shortcomings of the program as well as action items to improve the scope and efficacy of the program.

³ Program budget allows flexibility for greater or lesser expenditure depending on scope of work proposed.

E1.3 – Public Employees

The Bicycle-Friendly Louisville Plan states:

“Bicyclists should be included as a matter of routine in the planning, design, and operation of transportation facilities. All roadway-design projects, new and reconstructed, shall include appropriate provisions to accommodate bicyclists. We will be guided by “Complete Streets” design principles.

The Louisville Metro Council, state legislators, and tourism officials will regularly be updated on our progress.”

Prior to the Bike Summit and the start of the Bike Louisville program, bicyclists’ needs were rarely considered in the design and operation of Metro and KYTC-maintained roads in Louisville. Elected representatives and tourism officials did not consider Louisville a “bicycling city” per-se, despite the thriving Louisville Bicycle Club and its efforts to popularize and promote bicycling in the city.

E1.3.1 - Work To-Date

Efforts to educate public-sector employees about the needs of bicyclists have taken a variety of forms in response to the Bicycle-Friendly Louisville Plan. The intent of the plan is clearly to not only educate public employees about these issues, but also to ensure that this education results in bicycling being integrated into the employees’ work.

Since 2005, substantial progress has been made in integrating bicycling concerns into public work. Several “webinars” on bicycle planning & design best practices have been hosted for employees of Planning & Design Services, Public Works & Assets, the Kentucky Transportation Cabinet⁴, and others. As referenced in the excerpt from the Plan, Louisville has adopted a Complete Streets Policy; the Policy will be discussed in the *Engineering* section of this document.

The most effective education for public employees has come from working collaboratively on capital projects; actively contributing to the facilities planning and design process from a bicyclist’s point of view. Since 2005, not only are Public Works and KYTC routinely incorporating bicycle facilities into their roadway projects, both agencies are actively and independently pursuing bicycle and pedestrian projects.⁵ Since the Bike Summit, the overall knowledge of bicycling issues among public employees has increased substantially.

Bike Louisville and other public agency staff gave presentations to both the Planning Commission and Louisville Metro Council on the Complete Streets Policy, explaining to them the details of design for bicyclists and pedestrians. Bike Louisville staff and LBC officers met personally with Representative John Yarmuth in Washington, D.C. in 2007 to brief him on the Bike Louisville initiative and request that he make bicycling a part of his agenda. Bike Louisville has frequent cooperation with Greater Louisville Inc., and in spring 2008, Bike Louisville staff coordinated with the LBC and the Convention & Visitors’ Bureau to prepare an application for the 2010 Pro Walk/Pro Bike Conference.

E1.3.2 – Timeline & Budget

⁴ Bike Louisville has hosted some of the webinars, while others have been hosted by local consulting firms, notably Gresham, Smith, & Partners.

⁵ For instance, the KYTC District-5 office recently commissioned a report on providing bike/ped access through highway interchanges. Their study corridors took into consideration Louisville Metro’s stated Bicycle Priority Corridors.

Over the next two-to-three years, Bike Louisville should continue to host routine webinars on planning and design for bicyclists, and these will be made available to Metro, State, and private consulting personnel. The cost of hosting two webinars per-year is approximately \$1,000, with some variation depending on the source and content of the webinar.

Once per-year a field professional should be invited to Louisville to give a live presentation to both public employees and private citizens on an emerging trend or state-of-the art in bicycling (as several professionals have done for pedestrian issues), pending award of additional funding sources. The cost of such as visit can approach \$5,000 depending on the guest speaker.

Bike Louisville and other Metro staff should continue to cultivate a working relationship with KYTC personnel and staff of other Metro agencies through project collaboration and umbrella initiatives such as the Mayor's Healthy Hometown Movement. Staff should continue to make a point of passing along relevant reports and studies that contribute to the local body of collective knowledge on the subject of bicycle facilities.

Bike Louisville and other Metro staff should establish and conduct routine reports to Metro Council and Planning Commission on the state of bicycling initiatives. Staff and Task Force members should continue to cultivate a relationship with Louisville's congressional representatives.

These efforts will typically be without costs, but the program should budget for at least bi-annual attendance of the National Bike Summit in Washington D.C. for purposes of advocacy and networking. \$5,000 should be budgeted for two staff members' attendance at this conference. Another \$5,000 should be budgeted for attendance of the bi-annual Pro Walk/Pro Bike Conference by primary program staff.

E1.4 – Motorist Education

The Bicycle-Friendly Louisville Plan states:

"In a bicycle-friendly community, motorists are respectful of other road users. A Share the Road campaign is being designed to create a safe and respectful environment for motorists and cyclists."

Prior to 2005, there was very little public awareness of bicyclists' right to the road in Louisville, and little visible or coherent effort to promote such awareness.

E1.4.1 – Work To-Date

There has been much work done nationally to develop a "Share-the-Road" campaign. Typically this refers to installation of Share-the-Road signage on public roadways; the sign is intended to do the educating of motorists as to their responsibility to share the roadway space with bicycles.

Louisville has implemented an expanded version of this initiative. In 2007, Bike Louisville applied for and received permission from the FHWA to install "Shared-Lane Markings" on Metro roadways. The markings are bicycle symbols placed in the travel lane, indicating to motorists to expect bicyclists and indicating to bicyclists their proper lane position. The program felt that a highly visible symbol on the pavement itself would be more effective in raising awareness than a roadside sign alone.

To complement these markings, Bike Louisville developed a variation on Chicago's "Shared Lane: Yield to Bikes" signage that shows the shared-lane marking in place of the traditional bike symbol. These signs are being installed alongside shared-lane markings in highly visible locations such as the Clark Memorial Bridge in an attempt to educate both motorists and bicyclists to bicyclists' proper position in a shared

travel lane. Louisville was the first city in Kentucky and among the first in the nation to utilize this marking.

E1.4.2 – Timeline & Budget

To date, shared-lane markings have been installed only across the 2nd St. Bridge, and shared-lane signage has been installed there and in limited locations throughout Downtown Louisville.

Bike Louisville has been awarded a CMAQ grant in the amount of \$100,400 for the purposes of installing signage and markings including bike lane and shared-lane symbols. This funding is being withheld from KYTC by FHWA pending resolution of an issue related to the Ohio River Bridges Project.

Once this funding is released, Louisville Metro has two years to expend these funds by installing bikeway markings and signage. It is anticipated that this funding will be utilized at approximately 50% per-FY until exhausted. Bike Louisville should apply for additional grant funding at similar levels in coming years; total average annual expenditure for this purpose will be around \$50,000, assuming award of a CMAQ grant every two years.

E1.5 – Other Initiatives

The Bicycle-Friendly Louisville Plan mentions several additional efforts that are to be pursued regarding bicycle education:

Ad campaign on rules of the road

PSAs on Metro TV about safety and other cycling issues

Safe Routes to School – a movement to make it safe, convenient, and fun for children to bicycle to school

System-wide bike route maps

Prior to the Bike Summit, initiatives in these areas were either intermittent or non-existent; some work on public awareness of bicycle safety with respect to children had been done by the Safe Kids Louisville coalition at Kosair Children's Hospital.

E1.5.1 – Work To-Date

Progress has been made on each of these action items since February 2005.

Ad campaign on rules of the road:

In late 2006-early 2007, Bike Louisville developed and funded an ad campaign entitled "Louisville's Serious About Biking," featuring colorful graphics and photographs of Mayor Abramson in bicycling attire, Earl Jones – President of the Louisville Bicycle Club and Chair of the Mayor's Bicycle Task Force – and some of Louisville's new bike lanes. The advertisements appeared on TARC busses and bus shelters throughout Louisville Metro.

This campaign was intended as a precursor to a larger "Rules-of-the-Road" ad campaign which would highlight specific bicycling laws and best-practices such as "Sidewalk Riding is Illegal" and other messages. Bike Louisville applied in 2007 for over \$100,000 in funding from the Kentucky Department of Transportation Safety to develop and launch such an ad campaign. This funding request was denied.

PSAs on Metro TV about safety and other cycling issues:

Each year since 2005 has seen numerous Public Service Announcements and other media messages related to bicycling, both on Metro TV and on other media outlets. Bike Louisville staff have participated in production of television features for both Metro TV and KET; these programs continue to be shown periodically on both networks.

Footage from these programs along with new footage of the Mayor speaking alongside popular TV news personalities has been used to create bicycle-safety PSAs which have run on local TV networks over the past year. The advertisements began following the Chips Cronen Memorial Ride across the 2nd St. Bridge in August 2007, and they continue today.

Safe Routes to School – a movement to make it safe, convenient and fun for children to bicycle to school:

As of 2005, Louisville had no active Safe Routes to School (SRTS) programs, and the one year of funding requests submitted by Public Works had been denied. Bike Louisville staff worked with other members of the MHHM Built Environment Committee in 2007 to prepare and submit SRTS applications for two JCPS schools: Meyzeek Middle School and Sanders Elementary School. Staff performed numerous site visits, conducted Neighborhood Walking Surveys with students, faculty, and staff/administration, and prepared funding applications with work plans for each school.

These two applications were both successful, and the over \$200,000 in funding awarded will be released pending resolution of an issue related to the Ohio River Bridges Project. Bike Louisville staff worked alongside KIPDA and JCPS personnel in 2008 to prepare and submit two additional SRTS applications for Newburg Middle School and Bowen Elementary School. Neighborhood Walking Surveys were also conducted for these applications; award announcements are anticipated in summer 2008.

System-wide bike route maps:

Prior to the Bike Summit, the only published map of Louisville Metro Bikeways was one prepared by Metro Parks to highlight the few and intermittent facilities that the city had at that time. Since then, Bike Louisville has prepared digital LOJIC mapping of the city's new bikeways which is available both online and in the print LOJIC map of Louisville Metro. Staff has also prepared several new PDF format bikeway maps which are available at the Bike Louisville website for download.

In addition to numerous internal maps produced for meetings, presentations, and media events, staff has also prepared a Bikeways and Trails Project Map for the Mayor's Office which illustrates all of the city's bikeway and trail projects including detailed budget information, all in a graphically designed, presentation-ready format. This map (without budget information) has been distributed to cities around the country at their request.

Additional mapping has been prepared for special projects such as the twice-yearly Mayor's Hike & Bike events and detours of bikeways such as the Louisville Loop. Such mapping has been made available both online and in print formats. Mapping has also been produced of the Louisville Loop for a wallet-sized card (see Louisville Loop Trail Watch, Enforcement Section).

E1.5.2 – Timeline & Budget*Ad campaign on rules of the road:*

Bike Louisville should continue to develop the messages that will become part of a Rules of the Road ad campaign once funding becomes available. Staff should continue to seek out and apply for funding to

implement such a campaign. A successful application submitted in 2008 could result in a \$100,000 campaign being released in 2009.

In case such funding continues to be unavailable, Bike Louisville should continue to pursue lower-cost approaches to public awareness of the rules-of-the-road. Staff has been drafting articles for submission to the Courier-Journal on the subject in hopes of beginning a regular column on bicycle and pedestrian safety. The Courier-Journal staff should be approached with a well-packaged suite of ideas for how such a column might function. Staff should also take every free media opportunity, such as TV and radio interviews, to highlight a core set of safety messages targeting bicyclists and drivers respectively.

Existing funding for education and promotion can be utilized to a limited extent for advertising and public awareness purposes. Until dedicated funding is secured, Bike Louisville should budget up to \$2,500 per-peak riding season (twice-yearly, \$5,000 annual) for targeted advertising in publications such as LEO and Velocity news magazines. Metro can secure half-page ad space in these publications for approximately \$500 per-week; other low-cost alternatives should be explored as well.

PSAs on Metro TV about safety and other cycling issues:

Metro should continue to produce and update television and radio features on bicycle safety. New footage should be produced in 2008 and annually thereafter to highlight new bicycle facilities and keep the message fresh and interesting. Additional PSAs featuring the Mayor and other high-profile leaders from business and government should be produced and aggressively distributed to local media.

LMPD and the Mayor's Office have plans for a *Keep Louisville Safe* campaign month focusing on bicycle and pedestrian safety. The month chosen, which is yet-to-be-determined, should coincide with the launch of as much media on the subject as possible, including an article or editorial in the Courier-Journal and appearances in LEO and Velocity. Combining the Keep Louisville Safe campaign and its PSAs with other targeted safety messages will maximize the value of the few dollars which are available for the public awareness effort.

Safe Routes to School:

Staff should continue to work with the Mayor's Office and the Public Works Traffic Operations staff to develop an approach to SRTS applications which is comprehensive and efficient. Two schools per-cycle remains a realistic objective, but the process of identifying schools and determining needed improvements should start earlier and should directly engage the city's professional traffic operations staff. SRTS will become an ever-more important source of funding for key bike/ped improvements in coming years as general transportation budgets tighten. There is no direct cost to Metro for developing and submitting these applications.

SRTS projects include at least a 15% share of funding dedicated to educational programs and messages. Bike Louisville should continue to engage non-profits such as Bicycling for Louisville and ACTIVE Louisville to develop SRTS safety education programs and implement them in a way that maximizes their impact to the whole community beyond the school walls. Capitalizing on volunteer efforts such as these is a good way to increase program impact at no additional cost.

System-wide bike route maps:

Staff should continue to plan for the development and release of a printed bicycle facilities map. The map will be made available at targeted locations such as bike shops and tourist destinations; it will be complimented by an online system through which users can enter their origin and destination and be given a customized bike route (such as Google Maps does for motor vehicles).

Such maps have not yet been produced in part due to budgetary constraints, but primarily because Louisville does not yet have sufficient mileage of bikeways to warrant the cost of a printed map and its design. The Mayor's Office (contact Scott Render, louisvilleky.gov) may have some funding available to help develop the online route mapping system; Bike Louisville should contribute up to \$10,000 over the next two years to develop and release this online system while the bikeway network is still being built-out.

Once substantially greater mileage of bike lanes and paths (including the Louisville Loop) is completed, a print map should be produced around 2010 with a budget of up to \$20,000. Until that time, staff should focus on developing the online system and should develop small, low-cost maps of specific zones such as the Louisville Loop Trail Watch wallet card. Up to \$5,000 over the next two years should be budgeted for printing of these smaller maps.

E2 – Encouragement

Goal

Louisville's Encouragement goal according to the Bicycle-Friendly Louisville Plan is:

"Increase bike ridership by a broad range of residents for fun, fitness and transportation. An environment that is safe and welcoming to cyclists of all ages and abilities must be created. The Bicycle-Friendly Louisville Plan will succeed only if parents feel comfortable taking the kids out for a Sunday afternoon bike ride around the neighborhood. Therefore, a number of events and programs have been established to encourage more cycling in the community."

Programs

The Plan outlines Encouragement initiatives according to several categories: Cycling Events, Bike-to-Work, Bike Racks, and Bikes-on-Board. Cycling Events and Bike-to-Work are given a one-year timeline for implementation, and these programs were established within the year following the February 2005 Bike Summit (though they have evolved since that time).

Bike Racks and Bikes-on-Board are ongoing programs and have no specific timeline. More has been done in the field of Encouragement, particularly in terms of media exposure and national recognition, than was envisioned in the original Plan. Bike Louisville also maintains a popular website, www.louisvilleky.gov/bikelouisville, which is not specifically referenced in the Bicycle-Friendly Louisville plan.

E2.1 – Cycling Events

The Bicycle-Friendly Louisville Plan states:

"As part of the Mayor's Healthy Hometown Movement, two cycling events – Memorial Day and Labor Day – are geared toward getting the community's citizens out of their houses and onto their bikes."

Free bicycle parking was offered during the 2006 'Thunder Over Louisville.'"

At the time the Plan was written in 2006, the Hike & Bike events and Thunder Over Louisville Valet Bicycle Parking were underway. The Louisville Bicycle Club and other private organizations hosted numerous bicycle rides which were open to the public, but none were officially organized or sanctioned by the city or considered to be genuinely "community-wide" events as envisioned by the Bike Summit.

E2.1.1 – Work-to-Date

Mayor's Hike & Bike Rides

For the Mayor's Hike & Bike Rides, Bike Louisville staff will determine and map the route that the rides will take. After scoping potential routes and making a recommendation to the Mayor's Events staff, representatives from IPL, LMPD, and the Mayor's Office join Bike Louisville staff for a driving tour of the route to make any final changes and determine the location of water stops and needed road or lane closures.

Mapping is a central role of Bike Louisville staff for the Hike & Bike. Staff first prepare an online map of the proposed route using Google Maps and distribute that map to the project team. Once the route is finalized, the Google Map is posted to the LouisvilleKY.gov website while the final map is prepared. Staff then work with the Mayor's Events staff to determine a format and content for the map, and staff then designs and produces the map itself. The Mayor's Events staff prints the map for distribution.

Bike Louisville staff is also responsible for gathering volunteers to function as Bike Marshals during the rides. Volunteers are recruited using the Bike Louisville listserv, the KyCyclist listserv (Louisville Bicycle Club), the UtilityBike listserv, and the PurpleRides (bicycle racers) listserv. Joe Ward of the LBC often helps recruit volunteers from the LBC.

These volunteer Bike Marshals have several responsibilities: They ride the route, dispersed amongst the various skill levels, to offer assistance to people who need it. They often pump up flat tires and put band-aids on minor injuries; for anything more serious, they are given phone numbers of dispatch to call and request assistance. Bike Louisville staff have designed special t-shirts for the Bike Marshals to wear so that participants can identify them.

The Marshals also install lights and/or bells on participants' bicycles prior to the ride. Bike Louisville staff are responsible for ordering these supplies (from Planet Bike) and coordinating the efforts of volunteers on the Great Lawn. Staff also orders the 350 bike helmets which are fitted on-site by volunteers from the Brain Injury Association of Kentucky (BIAK – contact, Melinda Mast).

Thunder Over Louisville Valet Bicycle Parking

Bike Louisville operates the Valet Bicycle Parking service at Thunder Over Louisville. Staff coordinates with the Waterfront Development Corporation to secure a location (typically on the northeast corner of Preston and Witherspoon Streets).

In past years, when an additional staff member was available, staff recruited volunteers, coordinated lighting, fencing, bike racks, security, sign-in sheets, number tags, signage, and the rest of the logistics needed for the event. Starting in 2008 due to lack of staff, Bike Louisville has contracted with Bicycling for Louisville to provide this service and fund all logistics. The last fair-weather event saw nearly 700 users, and the popularity of the service is expected to increase in coming years.

Chips Cronen Memorial Ride

In July 2007, Louisville cyclist Chips Cronen was struck and killed by a motor vehicle while crossing the Clark Memorial (2nd St.) Bridge on his bicycle. Chips' brother-in-law, then-VP of Advocacy for the LBC Ed Tonini, arranged a memorial ride for August 2008 that took over 2000 riders across the bridge (closed to traffic). Mayor Abramson and Andy Clarke, Executive Director of the League of American Bicyclists, were featured speakers.

Bike Louisville staff contributed to this event by promoting it via the website and e-mail lists and by designing all of the advertising media including post cards and posters, as well as the t-shirts which were given to attendees. Staff also helped determine the route of the ride and helped ride organizers secure the necessary permits to close the bridge.

The LBC has not yet decided whether they will repeat the event, but this is an example of the ways in which Bike Louisville contributes to private cycling events.

Israel @ 60 Ride

The Jewish Community Center and Jewish Community Federation of Louisville held a ride on May 18, 2008 called Israel @ 60 to commemorate the founding of the nation of Israel. Bike Louisville staff planned a 19.48 mile bike route for this event (since Israel was founded in 1948) and designed all of the mapping which was distributed to participants.

Staff again helped the planners secure the necessary permits to cross the 2nd St. Bridge, and LMPD and the Mayor's Events staff worked to ensure that traffic control and other logistics were successful. Public Works and Metro Parks contributed to cleaning the paths and lanes that would be used on the route to ensure the safety of participants.

While the Israel @ 60 ride is likely to be a one-time event, it and the Cronen Memorial Ride are typical of the events for which Bike Louisville provides substantial logistical, promotional, and planning support. Such events are likely to become more and more popular in the coming years.

E2.1.2 – Timeline & Budget

Mayor's Hike & Bike Rides

Bike Louisville staff will likely continue to take the lead in scoping, planning, and mapping the route of the Mayor's Hike & Bike events. A determination will have to be made as to whether the Mayor's Events staff or Bike Louisville staff will coordinate Bike Marshal volunteers in the future. In any event, Bike Louisville's annual funding is specifically programmed to include Hike & Bike "giveaways" such as bicycle helmets, bike lights, and t-shirts for volunteers. Bike Louisville will continue to provide financial support for these items at the level of approx. \$5,000 per-event, \$10,000 annually.

Thunder Over Louisville Valet Bicycle Parking

Bike Louisville, having lost 50% of its personnel in the move from Planning & Design Services, no longer has the available resources to plan and operate this event in-house. The program should continue to contract with Bicycling for Louisville, who has now built the volunteer base, skills/experience, and physical bike racks, to provide this service. Implementing the service costs approximately \$2,500 annually.

Bike Louisville should strongly consider expanding to provide valet bike parking at another major event in Louisville. In 2008, the Waterfront Development Corporation hired B4L to provide the service at their July 4th event. If Bike Louisville does not acquire enough budget to fund the service at a new event, it should look for partners who are willing to fund the service at their own events. Ideally, future years should budget up to \$5,000 annually to expand and promote this service.

Other Events

Louisville Metro and Bike Louisville staff will continue to provide assistance to private cycling events to the greatest extent possible. Bike Louisville has promoted numerous events on its website including: Cronen Memorial Ride, Israel @ 60, MS 150, Tour de Spirit, Tour de Cure, Old Kentucky Home Tour, Ironman Triathlon, Bikers Bash, National Senior Games, BMX Grand Nationals, Grand Prix of Cyclocross, and more. Providing free exposure on the program website is an excellent way to encourage bicycling at no cost to the city.

Staff should also continue to support such events by helping to plan routes and, to the extent possible, mapping and providing pro-bono graphic design work for promotional materials. Staff can use the various listserves at its disposal to both promote the ride and recruit volunteers.

E2.2 – Bike-to-Work

“Louisville Metro Government sponsors the annual Bike-to-Work Day celebration to promote bicycling as a viable mode of transportation. Cycling must be a component of a diverse, multi-modal transportation system of a bicycle-friendly community.”

Bicycle-Friendly Louisville Plan

E2.2.1 – Work to-Date

Following the Bike Summit, Bike Louisville staff began hosting a public celebration at the corner of 6th and Jefferson Streets Downtown to coincide with the national Bike-to-Work Day in May. The Bike-to-Work Celebration was intended to raise public awareness of utility bicycling and to encourage more people to ride their bikes to work. Staff coordinated numerous booths representing bike shops and local organizations, ordered and distributed Bike Louisville “Polar Bottles” (insulated bike water bottles), and answered questions about Louisville’s bikeway network and bicycling to work. Mayor Abramson would make an appearance and speak to the crowd along with Councilman Tom Owen, and in 2007 he even played a few songs on the drums with a local jazz band. TARC has had a hybrid bus on-site to demonstrate the use of their on-board bike racks.

For 2008, in part due to the staff reduction that occurred during 2007, Bike Louisville decided to test an alternative approach to the Bike-to-Work Week event. It was determined that the Bike-to-Work Celebration, while well-attended, was not achieving the primary purpose of encouraging more people to ride to work. Bike Louisville contracted with Bicycling for Louisville to provide an array of content that focused more directly on the mission of encouraging people to bike to work.

B4L produced a new website, with one page launched each day during Bike-to-Work Week that explained everything one would need to know to bike to work, from selecting the right equipment to working with your employer. The website (which can be accessed via either B4L’s www.bicyclingforlouisville.org or Bike Louisville’s website) has an interactive calculator which shows users how much money they will save by bicycling to work instead of driving.

The consultants produced content for a brochure which was then designed and printed by Bike Louisville staff and distributed at the Memorial Day 2008 Hike & Bike. Finally, a media event was held at the end of Bike-to-Work Week during which a panel of citizens asked questions of experienced bike commuters. Local television media covered the event and played some of the questions on the local news. Another news story on Bike-to-Work Week, which featured the website, ran the week prior. Overall the event was a success and an improvement over previous events for the intended purpose, but there are likely to be more changes made in future years.

E2.2.2 – Timeline & Budget

Bike Louisville will continue to promote and host events or programs for Bike-to-Work Week. The League of American Bicyclists website describes events and programs from across the country (including our own) which can serve as inspiration for future evolution of the program.

With gasoline above \$4.00-per-gallon, that alone has motivated more people to bike to work than ever before. The main goal of Bike-to-Work Week should be to raise awareness of this option and to provide meaningful information to people who would or are considering biking to work. For 2009, the new website should be updated, expanded, and promoted, and staff and consultants should begin working with local media up to a month in advance to ensure widespread and high-profile coverage.

Past BTW events have cost nearly \$3,500, primarily in t-shirts for volunteers and water bottles for giveaways. The 2008 event cost only \$2,000. 2009 and 2010 should budget up to \$5,000 each for this event, including small media buys, brochure printing, and hosting for media events similar to the one that took place this year (but with greater media coverage). The Bike-to-Work website will remain a permanent resource for those interested in biking to work, and should be promoted during unrelated media and advertising opportunities.

E2.3 – Bike Racks

“A variety of bike racks, many created by local artists, provide cyclists security for their bikes throughout the city.”

Bicycle-Friendly Louisville Plan

City government and private businesses have installed bike racks intermittently over the past several decades. Recently, the Louisville Downtown Management District (LDMD) installed numerous sculptural bike racks throughout Downtown in an attempt to provide both functional bicycle parking and interesting public art. The program is considered a success, and it has attracted interest from around the country.

E2.3.1 – Work to-Date

Formation of the Bike Louisville initiative created a new systematic approach to installing bike racks throughout the city. The program follows LDMD's lead by ensuring that the racks are both functional and aesthetically pleasing. A local artist, David Bibelhauser (www.bikehauser.com) was commissioned to design a custom, signature rack for Louisville Metro. This simple, stainless steel loop rack is not only less expensive and just as functional as many “off-the-shelf” racks, it enhances the urban setting and supports local arts and business.

Bike Louisville solicits requests for bike racks year-round via a form on the Bike Louisville website. Private citizens, businesses, and organizations may make a request to have a rack installed in locations where they feel one is needed. Staff and the artist himself make a site visit to the request location and either approve or deny the request based on a number of factors (distance from utilities and ADA access being primary among them).⁶ Once about twelve to fifteen approved requests are outstanding, Bike Louisville will order a batch of racks from Bike Hauser and have them installed, also by the artist himself.

This program has proven to be a great success, and the racks installed to-date are ubiquitously well used and appreciated by the local residents and business owners. It's felt that this entirely local initiative, and

⁶ A Bike Rack Placement guide has been developed internally, based on national guidelines, to form a basis for judgment of placement approval/denial.

that it is offered at no-cost to the requesting citizens, is one of the great (if relatively small) successes of the bike program in Louisville.

E2.3.2 – Timeline & Budget

Racks have been installed at the rate of about fifteen per year since 2005 (with a small number of pilot racks installed prior to that time). Based on today's cost of stainless steel, fifteen racks cost approximately \$6,750, plus \$1,500 for installation, totaling \$8,250. Bike Louisville should budget up to \$10,000 for FY09 and increase that number to \$15,000 for FY10 as the demand for bicycle parking and the profile of the program grow.

E2.4 – TARC's Bikes-on-Board

E2.4.1 – Work to-Date

TARC first installed bike racks on its busses in 2001. Today, every TARC bus in Louisville is equipped with two-position bike racks. Use of the program has grown steadily from just 9,000 boardings in 2001 to well over 100,000 in 2007. These racks enable thousands of Louisvillians to make their daily commute without a motor vehicle.

In 2008, TARC released a promotional and educational video describing how and why to use the bike racks on TARC busses. In the form of a short rap music video, TARC operators and mechanics sing and dance to clever lyrics written by TARC's own marketing director. The video has drawn attention from the bike rack industry nationwide.

E2.4.2 – Timeline & Budget

Bike Louisville does not manage the Bikes-on-Board program, so it has no involvement in the budget or operations of the program. Due to overwhelming demand for the racks, with some routes over-capacity, TARC has been working for several years to identify a three-position rack that works on their busses. The only such racks on the market today have been denied by the bus manufacturer because they block the bus headlights. Demand has grown to the point where TARC has considered having racks custom designed and built for their fleet, but current budget constraints make such a proposition unlikely to be implemented in the near future.

E2.5 – Bike Louisville Website

E2.5.1 – Work to-Date

Though the Bicycle-Friendly Louisville plan does not directly mention the website (beyond the web address), it is a critical element of Encouragement and outreach for the Bike Louisville initiative. The website is hosted on the LouisvilleKY.gov server and is maintained and updated by Bike Louisville staff.

All major bicycling events in the Louisville region are promoted on the site, as well as of course all events and programs sponsored by the city. There are also pages on the site which encourage people to ride by providing them with useful information regarding laws and techniques (see E1.6, Education-Website) and dispelling some of the myths about how difficult or dangerous bicycling is. The site provides information such as bikeways maps, bike shop locations, the history of bicycling in Louisville, where to find local riding groups, and more. An online calendar shows users upcoming bicycling events in Louisville up to a year in advance.

The Bike Louisville website is residents' portal to the world of urban bicycling. It encourages new ridership by introducing people to bicycling in a way that lets them feel comfortable and knowledgeable before they ever take to the streets.

E3 – Enforcement

Goal

"Equitable and consistent enforcement of all traffic laws affecting motorists and bicyclists, ensuring that the road is shared and that both groups take responsibility for their actions."

Bicycle-Friendly Louisville Plan

The Five E's hierarchy identifies Enforcement as one of the keys to creating a bicycle-friendly community. Education is actually one goal of Enforcement efforts regarding bicycling and walking, since most motorists and bicyclists are themselves unaware of the laws they often violate. Prior to the Bike Summit, there was little active enforcement of laws related to bicyclists and not much engagement with LMPD in addressing these issues.

Programs

The Plan highlights several items which must be included in a comprehensive Enforcement strategy. Primary among these is Police Training; the Plan states that Bike Louisville will engage the LMPD to enhance:

- Training of police officers regarding traffic laws and bicyclists' rights and responsibilities
- Targeted safety and enforcement campaigns
- Review/revise ordinances
- Police officers and public safety personnel using bicycles on a regular basis
- Performance evaluation of all trained and certified bicycle patrol officers
- Law enforcement community engaged in making bicycling safer and more accepted

The Plan also identifies several other action items including:

- LMPD Liaison for bicycling issues
- Focused LMPD training on cyclists' rights and responsibilities
- Internet Database Resource of accidents and conflicts involving cyclists
- Visible enforcement by LMPD through events/campaigns

E3.1 – Police Training

E3.1.1 – Progress to-Date

The objective of training police officers to become better enforcers of bicycling-related laws is perhaps the area in which Bike Louisville has the most room for improvement and progress. There has been no direct training of officers on this topic arranged by Bike Louisville, but LMPD does state that all officers are well-versed in the applicable laws as part of their responsibility to document traffic violations and accidents.

Of the action items listed above under Police Training, there are several on which some progress has been made.

Review/revise ordinances:

The state statutes and local ordinances related to bicycling have been compiled, inventoried, and posted to the Bike Louisville website. In 2007, a team of citizen advocates and city staff gathered as part of a GLI Strategic Initiative to identify deficiencies in the law and propose a course of action. The group made a formal request to have the Kentucky Legislative Research Commission prepare a report on the laws and regulations governing bicycling and make suggestions as to how these regulations could be updated and improved.

The group was specifically interested in the laws regarding accident victims' right to press criminal charges on motorists who have violated a statute or ordinance and caused injury to a bicyclist or pedestrian as a result. Bike Louisville has been supportive of efforts by non-profit organizations Safe Streets Louisville and Bicycling for Louisville to advocate for stronger legislative language with regard to this and other issues.

Police officers and public safety personnel using bicycles on a regular basis:

Louisville Metro EMS has a bicycle team that is used to respond quickly to calls in situations where an ambulance would have difficulty navigating, such as during major sporting and public events like Thunder Over Louisville. Many LMPD districts have bicycle patrols, and some are increasing their use in the face of rising gas prices. Louisville Downtown Management District, LDMD, has a team of highly visible bicycle patrols in the Downtown area as part of their Safety and Clean Team.

Interestingly, Metro Ordinance states that public safety personnel such as these are legally allowed to ride their bicycles on the sidewalk, a practice which is specifically prohibited amongst the larger population. It is easy to see how this would be necessary in some circumstances, such as pursuing a suspect or assisting a citizen. The practice of officers riding on the sidewalk (especially LDMD personnel) has become the norm rather than the exception, however, and many in the bicycling community feel that this practice sets a bad example for the motoring and bicycling population. This is an issue which Bike Louisville should engage these organizations with in the future, alongside the other initiatives categorized under Police Training.

Targeted safety and enforcement campaigns:

Bike Louisville and the Mayor's Office have worked with the LMPD districts in the vicinity of the newly opened Louisville Loop path regarding illegal ATV and dirt bike use on the trail. Citizens have called to complain of being intimidated and harassed by these illegal trail users, and LMPD division officers have pledged to provide more bicycle and ATV patrol targeted in the areas where illegal behavior is greatest.

E3.1.2 – Timeline & Budget

Bike Louisville should aggressively pursue the action items under the Police Training section of the Plan. Examples from other jurisdictions should be used to develop a brief training course for law enforcement personnel, and Bike Louisville staff should develop a relationship at the district level which allows for these courses to be offered to each district. A modest budget of \$500 for 2009-2010 should be sufficient to prepare and administer such a course. Time constraints make it difficult to perform this training alongside other duties, however, and as such it may be necessary to increase this budget (funding allowing) to provide for a third-party trainer. Members of the bicycling community may be engaged to perform this training in a volunteer capacity.

The *Keep Louisville Safe* campaign, a partnership between LMPD and the Mayor's Office, focuses on a different public safety issue each month over the course of a year. Plans exist for one month to focus on bicycle and pedestrian safety. The Keep Louisville Safe program provides funding for both targeted

enforcement campaigns and public service announcements. As discussed under section E1.5.2 on Education, Bike Louisville plans to work closely with LMPD and the Mayor's Office to refine the message of the PSAs and the location and intent of the enforcement activities. Bike Louisville will also supplement the Keep Louisville Safe program with its own array of public awareness efforts such as small-scale advertising and online promotion. This will be performed out of the same \$5,000 annual budget proposed in that section.

E3.2 – Other Initiatives

The Plan identifies several other Enforcement action items, and there are other efforts which have begun in recent years which were not considered at the time the plan was developed.

E3.2.1 – Progress to-Date

LMPD Liaison for bicycling issues:

Early in 2007, Bike Louisville was introduced to Sgt. Chuck Tilford, commander of the Downtown bicycle patrol, with the intent that Sgt. Tilford would be the LMPD Liaison with Bike Louisville as called for in the Plan. Communication with Sgt. Tilford has proven challenging due in large part to his schedule.

In Winter 2007, the Mayor's Office put together a team of personnel to work on the *Louisville Loop Trail Watch* program (see details later in this section) including Lt. Col. Tim Emmington of LMPD and Bob Mauney of Metro Parks, himself a former LMPD officer. While Lt. Col. Emmington has since retired from the force, collaboration on this project has established a relationship between Bike Louisville staff and LMPD which has created several liaisons between the organizations with respect to bicycling.

Focused LMPD training on cyclists' rights and responsibilities:

See section E3.1.1.

Internet Database Resource of accidents and conflicts involving cyclists:

Louisville's first Bike-Ped Coordinator, Sheila Anderson, now works for the Department of Public Health & Wellness. One of her tasks has been to compile bicycle & pedestrian accident data on a bi-annual basis and create a report detailing the location of incidents, time of day information, determinations of fault, and other factors as available from police reports. To date, resources have not been devoted to placing this data online.

Bike Louisville staff have begun the process of developing a system which does in part meet the objectives of this goal, known as (working title) "Report a Road Hassler." This is a program based on the model of Brightside's "Report a Litterer" in which cyclists or pedestrians would be able to call MetroCall, report the license plate number of a motorist who has endangered them, and that motorist would be delivered information from Metro Government (preferably from LMPD) on bicycle safety and the rights and responsibilities of motorists.

Visible enforcement by LMPD through events/campaigns:

LMPD and EMS bike patrols now participate regularly in the Mayor's Hike & Bike events and other major public gatherings, raising their public profile. LMPD bike patrol takes occasional group rides throughout the Louisville area which also increase their exposure.

Louisville Loop Trail Watch:

The Louisville Loop Trail Watch program was established at the direction of the Mayor's Office in response to citizen concerns about safety on the newly developed Louisville Loop path system in Southwest Jefferson County. Bike Louisville, LMPD, Metro Parks, and MSD representatives were charged with developing a program through which private citizens and regular trail users could be engaged in the job of keeping the Louisville Loop safe and well-maintained for the enjoyment of all users.

A long-term implementation strategy was developed in which citizens will eventually become trained in first-aid and basic bicycle maintenance and volunteer on rotating shifts to serve as official Trail Watch Captains. Pending establishment of a Metro-wide volunteer and risk management protocol, a transitional public awareness program was created. Using a variety of media and communications – primarily wallet-sized cards with a map and safety information – the project team plans to educate citizens about which numbers to call in the event of a safety or maintenance issue on the trail. By reminding citizens to always carry their cell phones and training them about what to be aware of and who to contact, the number of useful “eyes and ears” on the trail system can be multiplied at little cost.

E3.2.2 – Timeline & Budget

Working with Bike Louisville's recent contacts within LMPD, a small working group should be established to examine the goals set forth in the Bicycle-Friendly Louisville Plan and determine the best ways and means of achieving these goals. The Keep Louisville Safe campaign, the Louisville Loop Trail Watch program, and the Report a Road Hassler program can serve as launching points for discussions about establishing an officer training program (see E3.2.2) and compiling more timely and accurate information about bicycle and pedestrian-involved accidents.

The Louisville Loop Trail Watch program and the Report a Road Hassler program are the two Enforcement activities which will require some budgetary commitment over the coming two years. Trail Watch should budget approx. \$1,500 per-year for 2009 and 2010 for printing of wallet cards and other promotional materials. Report a Road Hassler's budget will require further analysis to determine, but this report suggests an initial budget of \$5,000 for FY09 for production of materials and postage of notices to the motorists reported.

E4 – Engineering

Goal

“Bicycling is fully integrated into the transportation network. Bicyclists of all ages and skill levels feel comfortable and safe riding to their destinations.”

Bicycle-Friendly Louisville Plan

Programs

The Bicycle-Friendly Louisville Plan identifies several programs with respect to Engineering. They include: Priority Corridors, Bike Trails, Complete Streets, Bike Trails, and Cycling Improvement Highlights.

Prior to the Bike Louisville team's move from Planning & Design to Public Works, responsibility for engineering projects was more evenly shared amongst program staff. Moreover, a dedicated project manager oversaw major capital projects such as River Rd. After moving to Public Works, one of two staff members became primarily responsible for Engineering and Evaluation duties while the other (the Bike/Ped Coordinator) was assigned Education, Encouragement, and some Enforcement duties. There remains some overlap in the area of Engineering, however, especially in terms of strategic planning and research.

Note: The intent of this Continuity Plan is primarily to focus on the responsibilities of the Bicycle & Pedestrian Coordinator position. As such, section E4 will discuss those projects in which the Coordinator has been or may continue to be most involved in more detail. Projects for which the Transportation Planning Administrator has primary responsibility will be less thoroughly examined in this document. The content of sections E4 and E5 should not be considered a comprehensive overview of the current progress or future planning of Louisville's Engineering and Evaluation initiatives. Budgetary issues related to these categories will not be analyzed.

E4.1 – Priority Corridors

The Bicycle-Friendly Louisville Plan identified three top priority corridors: River Rd., Third St./Southern Parkway/New Cut Rd., and Taylorsville Rd. The Plan states:

“Priority corridors will provide bicycle connections to the Metro Loop, part of the “City of Parks” initiative. Bicycling improvements will be made on Eastern, Algonquin and Southern Parkways, connecting three major Olmsted parks. Existing trails, Olmsted Parkways, and the residential street network system will feed into the cycling corridors that will make up a web of cycling facilities serving the entire community.”

Prior to the 2005 Summit, there was no adopted plan for the development of bicycle facilities in Louisville. KIPDA had adopted a facilities plan which roughly mirrored the priority corridors identified by the Bicycle-Friendly Louisville Plan, i.e., the Major and Minor Arterial roads over which KIPDA has a degree of jurisdiction.

E4.1.1 – Progress to-Date

These major corridors were identified for a number of reasons. The primary reason is that these major roadways form the most continuous and direct routes through the urban fabric. A major goal of the Bicycle-Friendly Louisville plan was to encourage bicycling for transportation, and utility bicyclists are, like motorists, usually seeking the fastest and most direct route to their destinations.

Another reason for selecting these corridors is that they connect the central city more or less directly to the Louisville Loop which will eventually encircle the entire county. The vision was developed of major corridors which would serve both transportation and recreational purposes, spokes of a wheel which would serve all parts of the community by connecting them to both Downtown and the Louisville Loop.

These three specific corridors were chosen as the three highest priorities mainly because they trisect the community into three relatively equal “slices,” providing a high-quality and useful facility within reach of all residents as quickly as possible. They form north-south and east-west axes through the city, with River Rd. acting as a major component of the Louisville Loop itself in addition to a valuable transportation cycling corridor.

Progress has been made in advancing these projects; the 3rd St. north-south corridor is mostly complete; the Transportation Planning Administrator is examining alternatives for making the connection from Iroquois Park south and/or west to the Louisville Loop. Substantial portions of bike lanes and pathway have been built along Taylorsville Rd. and are in use, with KYTC performing a scoping study of the eastward extension to the Louisville Loop. River Rd. has a substantial amount of planning and design funds available, with construction of the westernmost portion about to begin.

E4.1.2 – Timeline & Budget

The Transportation Planning Administrator and the Department of Public Works & Assets are currently revisiting the priority corridor plan. Plans are being developed for a “Bike Summit II” or design charette that will allow members of the Mayor’s Bicycle Task Force and the larger public to reexamine priorities and update plans for the future of Louisville’s bikeway network.

E4.2 – Complete Streets

“All new and reconstructed streets are designed as “Complete Streets” that are safe and functional for motorists, bicyclists, and pedestrians. Streets that are scheduled for repaving will be examined to determine if they are suitable for adding bicycle facilities.”

Bicycle-Friendly Louisville Plan

The Bike Summit and Bicycle-Friendly Louisville Plan suggested that Louisville build all new and reconstructed streets as “Complete Streets,” streets that serve all users (not just motorists). Sidewalks have been required for new development since 1991, and {Metro roads have installed them since?}. Many KYTC road projects did not include sidewalks, however, and few projects of any jurisdiction included bicycle facilities prior to the Bike Summit.

E4.2.1 – Progress to-Date

The Bicycle-Friendly Louisville Plan lists several Complete Streets “successes:”

Design standards for bike lanes

Redesigned streets:

Greenwood Rd., River Rd., Johnsontown Rd.

Repaving of streets:

Jackson St., Main & Market Streets

New street design:

Cooper Chapel Rd.

These and a number of other “Complete Street” projects are either underway or complete, including the redesigned intersection of Lexington Rd. & Grinstead Dr. and a “Road Diet” on Algonquin and Southwestern Parkways.⁷

The policy of building Complete Streets was formalized in early 2008 when Metro Council adopted a Complete Streets Policy ordinance. The ordinance requires that all new and reconstructed streets in Louisville Metro be built to accommodate all users, unless the cost would be prohibitive or disproportionate to probable use.

KYTC roadways, however, are not within the jurisdiction of this policy, and those roadways comprise a majority of the major thoroughfares in Louisville. Bike Louisville has been actively supportive of efforts in the Kentucky state legislature to pass a statewide Complete Streets Policy that would be applicable to KYTC roadways.

Louisville’s Complete Streets Policy is part of a comprehensive Complete Streets Manual developed by local consulting firm Gresham, Smith, & Partners. The Manual, developed with oversight from a

⁷ A “Road Diet” is when a four-lane roadway is converted to a two-lane road with a center left-turn lane and bike lanes. The change has been shown to reduce travel speeds and certain types of accidents as well as provide space for bicycles to operate and for pedestrians to cross safely.

committee of public servants and private citizens, provides design guidelines for development of new and expanded roadways.

The Manual combines the street class hierarchy of Public Works with the form districts of Planning & Design Services. For example, the Manual explains the difference between a Complete Street design for a Downtown Arterial roadway and a Rural Arterial roadway. The previous approach tended to look at roads only as either Urban or Rural, while Louisville's neighborhoods are in reality considerably more diverse. The Complete Streets Policy and Manual reflect this sensitivity – both for diverse user groups and diverse development patterns – in the design of our roads.

E4.2.2 – Timeline & Budget

Planning & Design Services staff are working to integrate key elements of the Complete Streets Policy and Design Manual into the Land Development Code. This will give them the regulatory force needed, combined with the Metro Ordinance, to guide the course of future private development in Louisville. Metro Public Works will continue to build roads in accordance with Complete Streets principles.

Discussion of specific implementation schedules and budget details for complete streets projects is beyond the scope of this document.

E4.3 – Bike Trails

“New and existing trails will be integrated into the transportation network (streets and TARC routes) and provide a connection to the Metro Loop, part of the ‘City of Parks.’”
Bicycle-Friendly Louisville Plan

E5 – Evaluation

Continuity Plans

Education

Bike Louisville's Youth Bicycle Education initiatives and the funding which supports them should be transferred to the Department of Public Health & Wellness (DPH) to be implemented as part of the Mayor's Healthy Hometown Movement (MHHM).

The DPH and the MHHM have substantial resources and expertise in the fields of social marketing and public outreach, as well as established contacts and relationships within JCPS, which will be of great benefit to Louisville's youth bicycle education initiatives. The DPH also has the ability to leverage additional funding from private foundation sources which could potentially support such initiatives and provide for their future expansion.