

# FC Bikes

## 2014 Report

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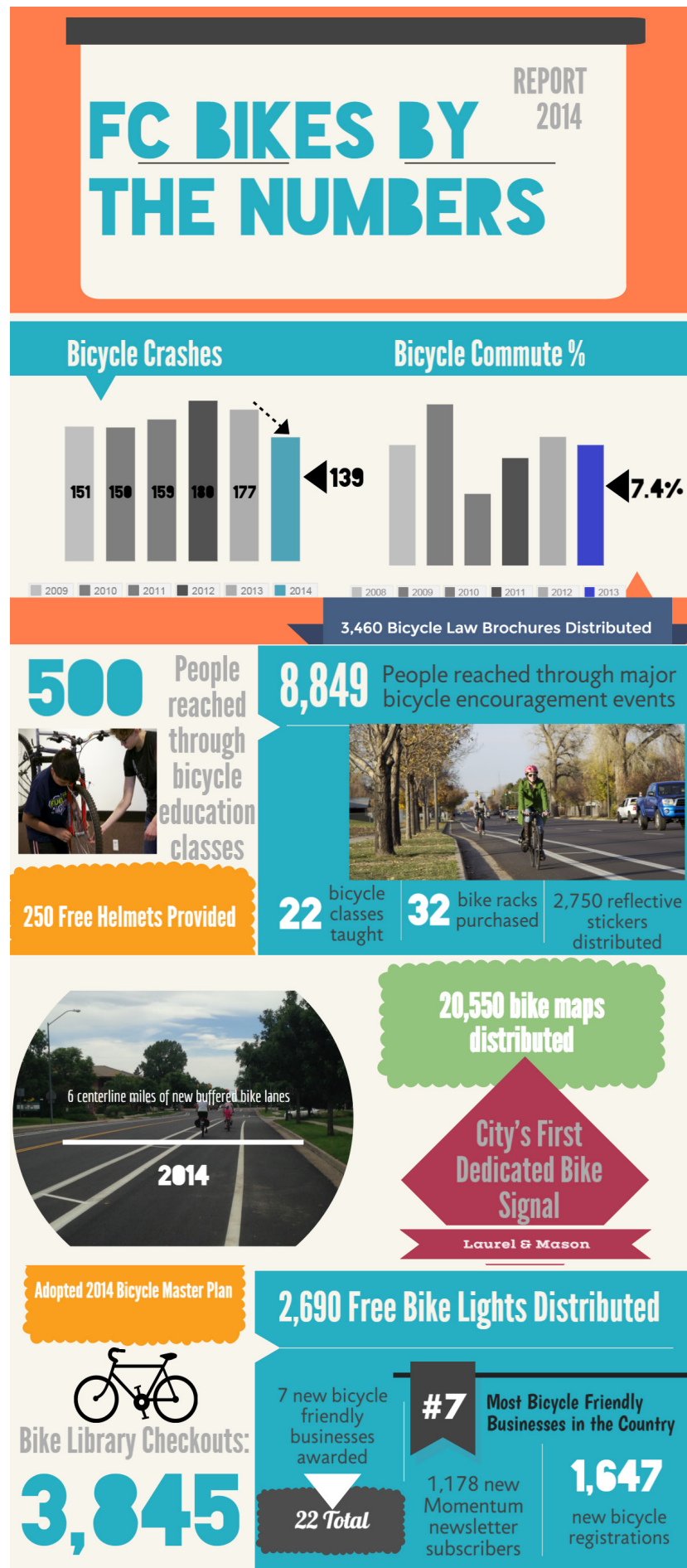
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# Overview

The City of Fort Collins' FC Bikes Program encourages bicycling as a viable and healthy means of transportation for Fort Collins' residents, employees and visitors of all ages and abilities. Through advocacy, programming and planning, the FC Bikes Program seeks to increase bicycling while creating and maintaining a bicycle-friendly community. Fort Collins has been designated, by the League of American Bicyclists, a Bicycle Friendly Community since 2003. In the spring of 2013, the city received a Platinum designation, joining the ranks of only three other communities in the United States: Boulder, Colo., Davis, Calif., and Portland, Ore.

In 2014, the City implemented a comprehensive program designed to encourage more people to bicycle and increase the safety and comfort of traveling by bike in Fort Collins. New bicycle infrastructure (such as buffered bike lanes on S. Shields Street), new bicycle education classes (such as learn-to-ride classes), and new initiatives targeted to the "Interested but Concerned" bicyclist (such as Women on a Roll), are just a few of the highlights from 2014.



## FC BIKES/BAP 2014 CLASSES



### Bicycle Ambassador Program (BAP)

The Bicycle Ambassador Program (BAP) was launched in 2012 as a partnership between FC Bikes and the Bicycle and Pedestrian Education Coalition.

As of 2014, FC Bikes manages BAP and its 44 bicycle ambassadors. **In 2014, the program reached over 1,500 people through 255**

**volunteer hours.** Bicycle Ambassador activities included: teaching classes, leading bike clubs, staffing booths at events, teaching bike rodeos, leading rides, participating on the Bicycle Friendly Business Committee, school bike and walk champion coaching, conducting patrols, offering in-the-field education, teaching Train the Trainer classes, assisting with Safe Routes to School, conducting bike and pedestrian counts and distributing bike lights.

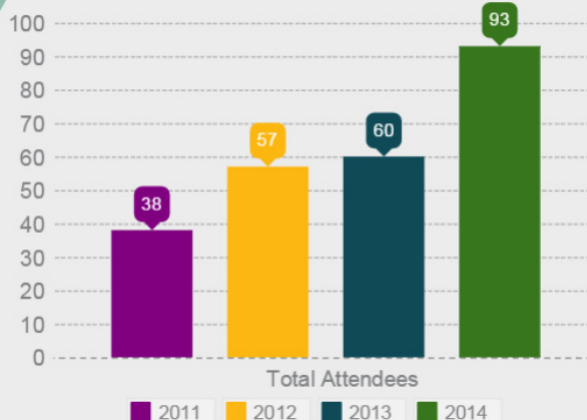
### Classes

#### Educational Presentations

In collaboration with BAP, FC Bikes conducted over 15 Lunch and Learn style, one-hour presentations. Listed below are some of the topics presented:

- Safe Cycling
- Winter Cycling 101
- Women's Cycling 101
- Defensive Driving

### Traffic Skills 101 Attendees



## Traffic Skills 101

Traffic Skills 101 (TS 101) is a comprehensive class that teaches people how to ride safely and legally in an urban environment. In addition to learning rules of the road, participants learn basic bike maintenance, how to fix a flat, on-bike skills and crash-avoidance techniques. **In 2014, FC Bikes hosted a total of seven Traffic Skills 101 classes, all free and open to the public. Over 90 community members attended the course.** This course curriculum is sanctioned by the League of American Bicyclists (LAB).

## League Cycling Instructor Seminar

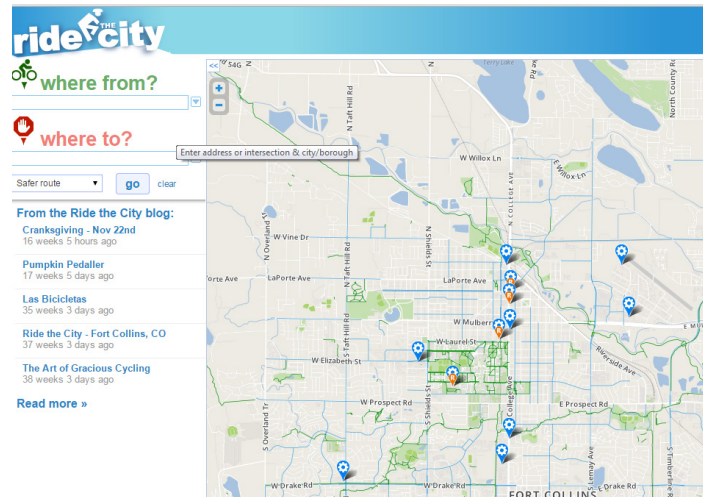
League Cycling Instructors (LCIs) are certified by the League of American Bicyclists to teach its Smart Cycling curriculum. In 2014, FC Bikes hosted the seminar and offered scholarships to five of the participants. The City's Safe Routes to School Program and Colorado State University also offered scholarships. As a result of the seminar, **twelve local residents (and one regional) are now certified to teach safe cycling in our community, including two FC Bikes staff members.**

## Learn-to-Ride

As part of the 2014 Women on a Roll initiative, FC Bikes introduced a new education program to support people in getting back on the bike or learning how to ride for the first time. In 2014, two classes were offered as a women-only and one as a class open to all community members. **In 2014, 16 people participated in this class series.**

## Route Finding

In 2014, FC Bikes partnered with Ride the City to launch a beta version of Ride the City Fort Collins. This online mapping tool provides bicycle route



finding information and offers three options for the type of route (safe, safer and direct). This tool, in addition to Google Maps and the City's online bike map, offers online resources for people wanting more information on bicycle routes in Fort Collins.

## Latino/Latina Outreach

FC Bikes established a working relationship with Vida Sana, a community coalition that addresses the health disparities among Hispanics/Latinos and low-income community members in North Fort Collins. Three of Vida Sana's neighborhood "promotoras", or community health workers, received a three-hour bicycle safety education training (abbreviated Traffic Skills 101) to equip them with the skills and knowledge to distribute information and teach bicycle safety in the eight communities where they conduct outreach.

## Guided Winter Rides

As part of the City's Bike Winter campaign, FC Bikes hosted Guided Winter Rides in conjunction with its Winter Cycling 101 presentations, allowing for those interested to put their winter biking skills to the test and build their riding confidence in a group setting. In 2014, three people participated in these guided winter rides



and 16 people participated in the Winter Cycling 101 classes.

## Educational Materials

In an effort to promote safe cycling and to encourage visibility, **FC Bikes gave out over 2,600 branded bike lights** to various community groups including: Homeless Gear, The Murphy Center, Trinity Lutheran Church, Larimer County Department of Corrections, and City of Fort Collins employees. Additionally, **250 helmets were given out for free to community members in need.**

### *Print Materials Distributed:*

- 20,550 Fort Collins bike maps
- 3,460 Bicycle Ambassador Program bicycle law brochures
- 1,300 Colorado Bicycling and Scenic Byways maps



## Bike Library

In 2014, the Fort Collins Bike Library (FCBL) transitioned from Old Town Square to the Downtown Transit Center. In addition, user fees were implemented (\$10 per day) to offset operating costs and work toward a financially sustainable bike share model. In addition, the FCBL created new logos, established a sponsorship program and strengthened the connection between transit and bicycling. The number of check-outs were down slightly in 2014 as compared to 2013, but given the new user fees and location transition, 2014 proved a successful year on many fronts.

## Women on a Roll

**2014 marked the inauguration of the Women on a Roll campaign for FC Bikes.** To kick off the campaign, FC Bikes hosted a Visioning Session

with 18 local advocates interested in promoting bicycling to women, from bike shop owners, to women's cycling club members to City staff. Based on the Women on a Roll report from the League of American Bicyclists, the initiative aimed to address barriers that women experience to riding a bicycle, the Five C's: comfort, convenience, confidence, consumer products and community.

## Women's Bike Expo

The Visioning Session resulted in several new events, the biggest being the Women's Bike Expo, a first for Fort Collins. Local bike shops, clubs and champions were invited to set up booths appealing to women and cycling during the four-hour event located at the Gardens on Spring Creek. Interactive educational presentations, like Fix-a-Flat and ABC Quick Check, were scheduled throughout the event to engage participants.





Attendees were also invited to participate in one of the four community rides that departed from the Gardens. **The event successfully attracted over 200 community members.**

## ***Learn-to-Ride Classes***

In conjunction with the Women on a Roll Campaign, FC Bikes hosted three Learn-to-Ride classes geared toward women interested in learning how to ride a bicycle, whether it was their first time or a return to bicycling. Sixteen women participated in the free classes.

## ***Community Supported Rides***

In connection with the Women on a Roll initiative, community members and groups supported the following rides:

- Three CycloFemme rides were organized for Mother's Day: a road ride, a cruiser ride and a mountain bike ride.
- Ride Sally Rides, community bike rides, were scheduled weekly from May to October offering women the opportunity to get together on a regular basis for fun local rides.

## **Summer Bike Month**

FC Bikes kicked off Colorado Bike Month with a proclamation by Mayor Karen Weitkunat declaring June as Bike Month.

On Wednesday, June 24, Fort Collins celebrated its 27th annual Summer Bike to Work Day by offering free breakfast to people traveling by bike at 43 stations around town.

The largest event hosted by the City of Fort Collins' FC Bikes Program, Bike to Work Day provides a safe environment for people to try commuting by bike while also rewarding existing bicycle commuters. The event is

made successful through the support of local businesses and organizations. **In 2014, 114 local businesses partnered to host the City's largest Bike to Work Day yet, with a record 4,483 individuals participating in the event.**

## **National Bike Challenge**

In 2014, FC Bikes focused on promoting the National Bike Challenge as a way to get more people in the habit of riding a bicycle. Contracting out facilitation of the local program to Bike Fort Collins, **the Challenge attracted 544 people** with prizes donated by local companies and awarded to many of the local participants.

## **Inaugural Open Streets Event**

On Sunday, July 20, Fort Collins hosted its inaugural Open Streets event, temporarily closing 1.5 miles of roadway, sections of Laurel and Whedbee Streets, to motorized traffic and opening the street to the community to "come play in the street."

A new initiative introduced to Fort Collins by FC Bikes, Open Streets events provide a safe, car-free public area for community members to explore their neighborhoods through healthy and active modes of transportation. **1,958 community members participated in the first Fort Collins Open Streets event.**

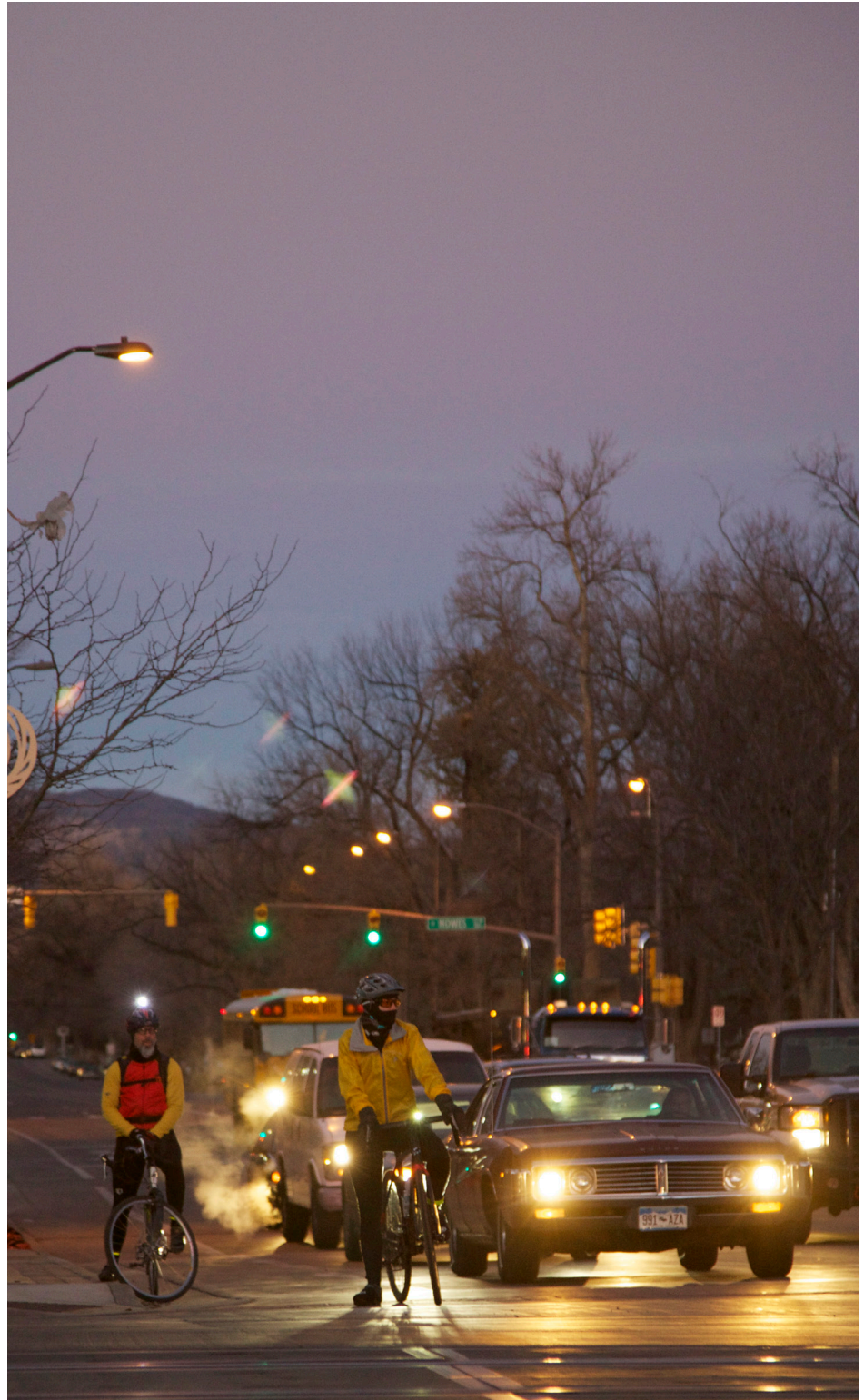
FC Bikes developed a comprehensive evaluation process for the event that included surveying over 300 event attendees, 43 volunteers and 22 businesses.

This evaluation provided a valuable set of data to inform future events to ensure a successful car-free initiative.

## Bike Winter

To support bicycling across the entire community throughout the winter months, FC Bikes expanded the Bike Winter campaign from a one-month effort based mostly around Old Town to a four-month effort with events across the city. From November to February, FC Bikes scheduled a Winter Cycling 101 class, a Guided Winter Ride and a Light Up the Night station in each of the four quadrants of the city. November was based at Colorado State University, December at the Harmony Library, January at the Senior Center and February at Northside Aztlan Community Center.

**On Wednesday, December 10, Fort Collins celebrated its 8th Annual Winter Bike to Work Day, attracting 1,664 community members to the event.** Great weather and strong encouragement helped contribute to the most successful event to date. Fifty-eight businesses collaborated to host 24 breakfast stations around town, rewarding those who rode their bikes to work that day.





## Business Outreach

FC Bikes staff supported the Bicycle Friendly Business Peer Network to encourage businesses to apply for the League of American Bicyclists' Bicycle Friendly Business designation. In 2014, **seven new Fort Collins businesses received designations, bringing the city to #7 in the country in terms of number of Bicycle Friendly Businesses.**

## Momentum E-Newsletter

FC Bikes sent 20 Momentum Newsletters in 2014, eight more than were sent in 2013. Content included marketing for FC Bikes events and classes, FC Moves updates, local and national bicycling news and ways for readers to get involved in the local cycling community.

Additionally, seven newsletters dedicated specifically to the Bike Plan updates were also sent to the Momentum subscribers. **The year resulted in an increase of 1,178 Momentum subscribers bringing the total to 3,120.**

## Social Media

In order to better reach its unique audience within the city, FC Bikes launched a Facebook and Twitter account in December, 2014. Posted content was used to better market programs, gauge the interest of the local cycling community and engage new and existing bicyclists.

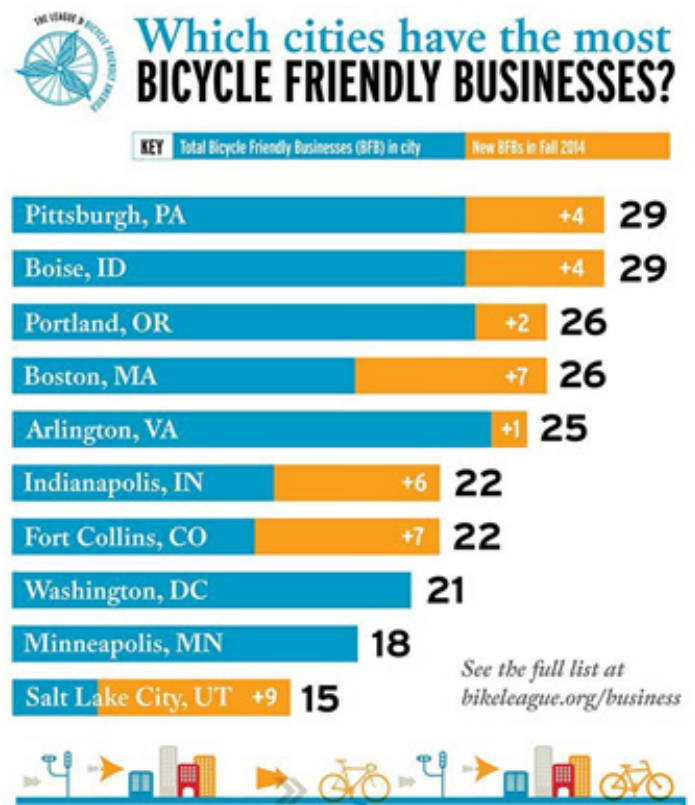
By year's end, FC Bikes had 186 Facebook followers and 12 Twitter followers.

## Coloradoan Articles

FC Bikes staff contributed six articles to the weekly Coloradoan Safe Cycling column in 2014 on topics such as the Bike Plan, bike-transit integration, safe winter cycling, public health and new bike infrastructure.

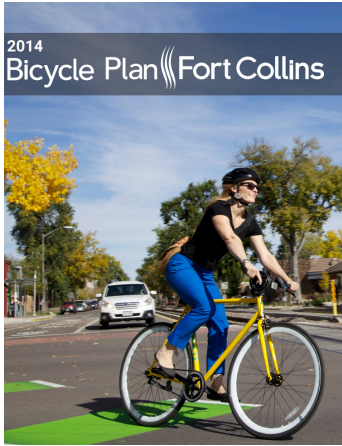
## Ride! Magazine

In 2014, five FC Moves staff members contributed to articles in Ride! Magazine, a publication of Rocky Mountain Publishing. **Throughout the year, 5,520 magazines were distributed.**





## 2014 Bicycle Master Plan



2014 represented a major milestone for FC Bikes with the City Council adoption of the 2014 Bicycle Master Plan. The Bicycle Master Plan envisions Fort Collins as a world-class city for bicycling, where people of all ages and abilities have access to a comfortable, safe

and connected network of bicycle facilities, and where bicycling is an integral part of daily life and the local cultural experience. The Bicycle Master Plan sets a vision for the year 2020, when one in five people will ride a bike, bicycle-related crashes will be fewer than today and an extensive low-stress bicycle network will exist.

Over the course of 2014, City staff worked with the community to develop the new Bicycle Master Plan, which builds on the city's 2013 designation as a Platinum Bicycle Friendly Community by the League of American Bicyclists. **More than 3,000 people participated in the development of the Bicycle Master Plan.** The Plan integrates existing city plans, best practices and innovative thinking, and proposes a comprehensive set of strategies to create a safe and comfortable bicycling environment for people of all ages. The Plan includes several appendices with details pertaining to existing conditions, public engagement, existing bicycle programs, bicycle facility design and wayfinding guidelines, and implementation details.

## Bike Share Business Plan

As an early component of the 2014 Bicycle Master Plan, in May 2014, the City completed a Bike Share Business Plan as a roadmap for building on the existing Fort Collins Bike Library





to establish an automated bike share system. The Business Plan recommended a Phase 1 system of 20 bike share stations and 200 bikes, located downtown, at Colorado State University and along the MAX corridor. The City is currently working toward funding and implementation of this modern bike share program.

## Bicyclist and Pedestrian Count Program

Since 2012, FC Moves staff has participated in the National Bicycle and Pedestrian Documentation (NBPD) project and conducted annual counts of people riding bikes and walking in key locations across the city. The annual volunteer count supplements traffic count and permanent trail count data. Ten trail locations and 14 on-street locations were chosen to count bicyclist and pedestrian traffic.



### 2014 Trail Observations (bicycles only):

- Highest count locations & times:
  - Spring Creek Trail at Creekside: 233 (Weekday, 5-7pm)
  - Spring Creek Trail at Edora Park: 183 (Weekday, 5-7pm)
  - Spring Creek Trail at Lilac Park: 177 (Saturday, 12-2pm)
- Overall helmet use: 58%
- Overall gender trends: 59% male; 41% female

### 2014 Intersection Observations (bicycles only):

- Highest count locations & times:
  - Laurel and Mason: 266 (Tue, 5-7pm)
  - Laurel and Mason: 202 (Sat, 12-2pm)
  - Mountain and Mason: 191 (Sat, 12-2pm)
  - Laurel and Mason: 190 (Tues, 12-2pm)
  - Laurel and Remington: 189 (Tue, 5-7pm)
- Overall helmet use: 34%
- Overall gender trends: 68% male; 32% female



Over 80 volunteers helped conduct the counts in 2014. Volunteers were entered into a drawing

for a \$10 Downtown Business Association gift card as thanks for their efforts. Forty volunteers received gift cards.

## Bicycle Parking

In 2014, FC Bikes launched a new **Bicycle Parking Program**, which included a new webpage, a process for businesses to request on-street bike corrals, a nonprofit grant program and a sidewalk bike rack request and maintenance request process.

While many of the new bike racks were installed in early 2015, in 2014 FC Bikes:

- **Purchased 32 new bike racks for public use and new bike racks for the Bike Library**
- **Awarded bike racks to four schools and five nonprofit organizations through the Bike Rack Grant Program**

## New and improved on-street bicycle facilities

In 2014, FC Bikes worked in partnership with the City's Traffic Operations and Streets Departments to improve existing bicycle facilities and provide new infrastructure. The following highlights key accomplishments from 2014:

- Installed the City's first dedicated bicycle signal at Laurel and Mason along with innovative green striping through the intersection to help people navigate the complex location on bicycles.
- Installed buffered bike lanes on S. Shields St. (Prospect to Horsetooth), McMurry Ave. (Burlington to Harmony), Lochwood Dr. (Horsetooth to Centennial), Oakridge Dr. (Lemay to Wheaton) and W. Stuart St. (Overland to Shields).
- Widened or added new bike lanes along: E.



Stuart St., Troutman Parkway, Starflower Dr. (Troutman to Harmony), City Park (Elizabeth to Mulberry), Whalers Way (Boardwalk to Lemay) and High Castle Dr. (Roma Valley Dr. to Boardwalk Dr.).

- Improved the existing bike lane on Harmony Road with green paint (between Ziegler and Corbett).
- Increased bicycle video detection at key intersections around Fort Collins (163 intersection approaches are now equipped with video detection for bicycles). Note that this is not a complete list of all approaches with video detection, rather only approaches where bicyclists need the detection in order to receive a green light.



In 2014, FC Bikes partnered with the Fort Collins Police Services (FCPS) department to improve and expand enforcement initiatives while identifying new strategies for future implementation through the 2014 Bicycle Master Plan. FCPS officers participated in several bicycle-related events (such as Open Streets, Women on a Roll and Bike to Work Day), as well as the development of the 2014 Bicycle Master Plan. In addition, a representative from FCPS participated in the monthly Bicycle and Pedestrian Education Coalition meetings.



## Bicycle Theft

In 2014, FC Bikes worked in partnership with FCPS to promote bicycle registration. FCPS participated in several bicycle-related events to help people register their bikes. New bicycle registration cards were created and **over 11,000** were distributed to local bike shops and police officers. **In 2014, 1,647 new bicycle registrations were received, bringing the total to 3,836 registrations.** In addition, FC Bikes and FCPS continued to improve the partnership with the Fort Collins Bicycle Co-op to promote the Lost and Abandoned Bike Program, while ensuring that all bikes received by the Bicycle Co-op were submitted to LeadsOnline, a system that assists in theft prevention and bicycle recovery.

## Bicycle Safety Traffic Diversion Program

In 2014, FC Bikes launched a Traffic Diversion Program in partnership with the City's Municipal Court. The course provides a three-hour

classroom option for people who have received a bicycle-related citation. By taking this class, the citation fine is waived. In 2014, FC Bikes hosted its inaugural class with one participant. Classes will be provided quarterly. FC Bikes is currently working with FCPS to ensure all Fort Collins police officers are aware of the Bicycle Safety Traffic Diversion Program.

## Bicycle-related Citations and Contacts

FCPS continued its bicycle enforcement program emphasizing education before citations. In 2014, 552 bicyclists were contacted by police officers with 392 people receiving a warning. Ninety-nine bicycle citations were written in 2014.

## Annual Community Safety Dialogue

In late-2014, the City's Transportation Board and Bicycle Advisory Committee hosted a community safety panel discussion. Panel participants included representatives from FCPS, FC Bikes, Traffic Operations, Bike Fort Collins, the Bicycle Advisory Committee and Poudre Valley Hospital.



In 2014, FC Bikes received the following grants to support bicycle programs and projects:

***Congestion, Mitigation and Air Quality Federal Funding (through the Colorado Department of Transportation)***

\$850,500 which includes a local match of \$146,372.

***Kaiser Permanente Walk and Wheel Grants***

FC Bikes received two grants from Kaiser Permanente in 2014 to support a variety of education, evaluation and infrastructure improvements: \$104,767 was received.

***Women Investing in Strategies for Health***

FC Bikes partnered with Healthier Communities Coalition of Larimer County to apply for funding to support bicycle education initiatives within Fort Collins' Latina community, as part of the City's Women on a Roll Initiative: \$2,500 was received.

***Transportation Alternatives Program***

The City submitted two applications to the Colorado Department of Transportation to fund two low-stress routes as identified in the 2014 Bicycle Master Plan (Swallow Rd. and Pitkin St.). In 2015, the City received notification that CDOT would fund the Pitkin low-stress bikeway.





As the City strives to become a world-class location for bicycling, presenting at and attending national conferences and hosting community events to showcase Fort Collins are important components to staying abreast of best practices and promoting the work the City is doing around bicycling. In 2014, FC Bikes:

- Received a scholarship for the City's Traffic Engineer to attend the national ProWalk ProBike ProPlace conference and the NACTO Urban Bikeway Design Guide Training.
- Applied for the People for Bikes Green Lane Project, with eight letters of support from key stakeholder organizations.
- Sent two staff members to the National Bike Summit in Washington, D.C.
- Presented at the Colorado APA Conference on Transit and Bikes.
- Hosted and organized the League of American Bicyclists Bicycle Friendly Community tour with 22 people in attendance including representatives from multiple City departments, local businesses and key stakeholder organizations.

