

Appendix E

Existing and Planned Bicycle Programs

The following summary outlines the City's current approach to bicycle programming. This is intended as a supplement to Chapter 2 in the draft Bicycle Master Plan to further describe the breadth of education and outreach initiatives offered by the City of Fort Collins. Consistent with the recommendations of the 2014 Plan, future programs will be evaluated on an ongoing basis to determine effectiveness and alignment with the Plan goals, and programs may be implemented through partnerships.

Bicycle safety education

- Offer a variety of bicycle safety education classes through the City's Bicycle Ambassador Program in English and Spanish, including Traffic Skills 101, Winter Cycling 101, Basics of Bicycling classes, Learn-to-Ride classes, League Cycling Instructor Trainings, Lunch-n-Learn style presentations, and motorist awareness trainings.
- Distribute up-to-date bicycle safety education materials in English and Spanish.
- Partner with other organizations, such as Colorado State University, CanDo and Vida Sana, and other City Departments, including ClimateWise and the Recreation Program, to offer bicycle safety education and outreach to students, commuters, businesses and underrepresented communities.
- Implement a Traffic Safety Diversion Program, in partnership with the Municipal Court, to offer traffic safety education to motorists and bicyclists who have received bicycle-related citations.
- Implement the Safe Routes to School Program, in partnership with community organizations and the Poudre School District, to provide bicycle safety education to every student (Kindergarten through 8th Grade) at least once every 3 years, as well as to High School students on a regular basis.
- Offer Safe Routes to School Train the Trainers Program and offer SRTS presentations to PTOs/PTAs and School Wellness Teams.
- Develop a sustainable walking and bicycling school bus program for interested schools.
- Develop the City's High School and Middle School Bicycle Ambassador Program to increase education and awareness of bicycle safety and to expand education outreach through youth participation in the program.
- Design and construct a Bicycle and Pedestrian Safety Town to serve as a teaching environment for people of all ages and abilities to learn traffic safety skills.
- Support women-oriented bicycle education opportunities through the Women on a Roll initiative.

Wayfinding and trip-planning resources

- Design and implement a citywide wayfinding system to support new and existing cyclists in navigating the low-stress bikeway network and to provide guidance to community destinations.
- Update the City's Bicycle Map annually to highlight the City's low-stress bikeway network, and distribute maps communitywide and online through the FC Bikes webpage.
- Promote online bicycle route finding tools, e.g. Ride the City and Google Maps, and explore the benefits of developing a multimodal application for the City of Fort Collins.
- Work cross-departmentally and with community organizations to ensure bicycle facility closures and detour routes are appropriately communicated and safely designed.
- Utilize the FC Bikes website to provide bicycle trip planning resources.

- Conduct regular bicycle infrastructure rides to highlight low-stress routes and provide education on new bicycle infrastructure.
- Publish online Safe Routes to School map highlighting safe bicycle and walking connections to schools.

Bicycle-related initiatives and supporting facilities

- Implement Open Streets Initiatives to offer events in different neighborhoods around the community, promoting active transportation and providing access to temporary car-free environments.
- Implement Summer and Winter Bike Month activities, in partnership with community organizations and local businesses, to support existing bicycle commuters, encourage new riders, and promote bicycle-friendly businesses.
- Partner with community organizations and local businesses to implement the Women on a Roll Initiative focused on increasing access to bicycling among women.
- Support bicycle-related tourism and economic development opportunities.
- Actively seek partnerships with health organizations, Poudre School District, and others on active transportation initiatives.

All ages and abilities bicycle promotion

- Expand the City's public transportation options and existing Fort Collins Bike Library through an automated, self-checkout bike share system with conveniently located public bikes.
- Work with community organizations and ClimateWise to promote the League of American Bicyclists' Bicycle Friendly Business Program, and offer support to businesses to increase their level of bicycle friendliness, including offering business-related incentive programs and promoting the bicycle-commuter federal tax benefit.
- Expand the availability and quality of bicycle parking and end-of-trip facilities at destinations citywide through business outreach, the City's on-street bike corral program, non-profit grant program, and sidewalk bike rack program, and provide bicycle support facilities (e.g. bicycle fix-it stands) at convenient public locations.
- Utilize the City's Website, social media and public campaigns to promote bicycling and bicycling resources.
- Conduct regular bicycle infrastructure rides to highlight low-stress routes and provide education on new bicycle infrastructure.
- Offer targeted bicycle commuting classes focused on the Interested but Concerned population, including seasonal bicycle commuting workshops and guided rides (e.g. winter cycling guided rides).
- Strengthen neighborhood-level outreach through the Bicycle Ambassador Program and explore the implementation of individualized, neighborhood-based marketing campaigns to increase participation in bicycling.
- Increase bicycle promotion and outreach to all schools.
- Expand the City's Learn-2-Ride class offerings, and offer support to other organizations and City departments to implement programs, rides and classes for seniors, women, youth, and novice bicyclists of all backgrounds.
- Conduct women-specific bicycle classes and outreach through the Women on a Roll Initiative, and support community organizations such as the Fort Collins Bicycle Co-op in implementing women-focused bicycle education and maintenance programs.

Responsible cycling promotion

- Offer a Traffic Safety Diversion Program, in partnership with the Municipal Court, to offer traffic safety education to motorists and bicyclists who have received a bicycle-related citation.
- Conduct annual workshops with Law Enforcement officials to share resources and information regarding bicycle laws and safety priorities.
- Partner with the Fort Collins Police Department to provide education and resources regarding bicycle laws.
- Distribute helmets, lights and bicycle safety gear at community events (e.g. monthly light up the night events), through partner organizations and to low-income students and parents.
- Conduct targeted trail-side outreach events to provide education regarding responsible and safe user behavior along multiuse trails.
- Continue to promote the City and CSU's bicycle registration program.
- Utilize BPEC and BAP to educate cyclists and increase compliance with bicycling laws.

Safe travel behavior among all travel modes

- Evaluate the City's current Share the Road Campaign and explore effective messages and strategies for promoting safe coexisting of all modes.
- Implement motorist awareness and educational campaigns.
- Incorporate educational signage where appropriate to reinforce roadway sharing among modes (e.g. Bikes May Use Full Lane).
- Regularly assess bicycle crash data to inform design, engineering and enforcement improvements.
- Partner with Fort Collins Police Department and CSU to identify high-risk locations for targeted multimodal enforcement campaigns.
- Develop high-priority bicycle safety locations list annually.
- Increase public communication regarding ongoing bicycle enforcement efforts.

Extensive evaluation

- Implement the Boltage Demonstration Project.
- Implement program-specific evaluation (e.g. Open Streets and Bike Month evaluation) measures.
- Produce annual FC Bikes and Safe Routes to School Reports to communicate progress toward Bicycle Master Plan goals.
- Implement an expanded Manual Count Program to track trends in gender and helmet use of the City's bicycling population.
- Implement an expanded automated count program to include on-street counters and Eco-Totem counters.
- Conduct Pre- and Post-Infrastructure Implementation Studies to determine effectiveness of bikeway designs and to refine as needed.
- Continue to conduct crash data analysis to determine infrastructure and programming opportunities.