



REGIONAL BICYCLE AND PEDESTRIAN STUDY

*A Strategic Vision for Walking and Bicycling in the
Greater Nashville Region*

Policies & Programs

Technical Memorandum # 6

November 2009



TABLE OF CONTENTS

1.0	Introduction	1
2.0	Policy & Program Recommendations	2
3.0	Outreach and Encouragement Initiatives.....	11

1.0 INTRODUCTION

In 2008, the Nashville Area Metropolitan Planning Organization (MPO), the regional transportation planning organization in the Middle Tennessee area, initiated the development of the region's first comprehensive Bicycle and Pedestrian Study for the greater Nashville region. The Regional Bicycle and Pedestrian Study is intended to establish a strategic vision for walking and bicycling in the region. This strategic vision will feed into the MPO's overall Long Range Transportation Plan and provide the basis by which future funding priorities of the MPO are established for bicycle and pedestrian accommodations within Davidson, Rutherford, Sumner, Wilson and Williamson counties, plus the cities of Spring Hill and Springfield.

Working with local governments, businesses, non-profit organizations, and the general public the Nashville Area MPO developed the Regional Bicycle and Pedestrian Study as a mechanism to foster a better understanding of bicycle and pedestrian needs within the region. The Study is also intended to serve as a means of guiding policies, programs, and investments intended to maximize opportunities for greater walking and biking activity now and in the future within the greater Nashville region.

In general, the Regional Bicycle and Pedestrian Study:

- Provides a comprehensive inventory of existing and currently proposed on and off-road bicycle and pedestrian facilities in the greater Nashville region
- Increases the region's understanding of how non-motorized modes add to system-wide capacity by improving connectivity between residential areas, employment centers, schools, retail centers, recreational centers, and other attractions
- Serves as a framework for identifying and selecting bicycle/pedestrian projects for the region's Long Range Transportation Plan and Transportation Improvement Program; and
- Provides guidance for engineering, education, enforcement, encouragement, and evaluation activities to help improve the safety of non-motorized travel modes.

This Technical Memorandum provides recommendations for policies and programs directed toward improving conditions for walking and bicycling. The recommended policies and programs promote bicycling and walking, educate bicyclists, pedestrians, and motorists, and set standards to provide well designed facilities for non-motorized travel. Proposed policy changes should be considered equally for adoption into each jurisdiction's regulations and ordinances. At the end of this Technical Memorandum is a listing of outreach and encouragement initiatives that complement the various policy and program recommendations. These initiatives are presented to offer a spectrum of opportunities that could be employed within the Nashville region.

2.0 POLICY & PROGRAM RECOMMENDATIONS

As part of the Regional Bicycle and Pedestrian Study a series of objectives and strategies have been identified to guide the development of a more walkable and bicycle friendly region. Technical Memorandum 3A defines the four guiding objectives of the Regional Bicycle and Pedestrian Study which are:

- 1) **Provide Facilities** - Provide a comprehensive, safe, and convenient bicycle and pedestrian system for a wide range of skill levels that is interconnected and accessible making it easier for individuals to choose to walk and bicycle
- 2) **Build Support** - Build a collaborative and cooperative environment within the region among stakeholders and communities that supports more non-motorized transportation choices
- 3) **Create Policies & Programs** - Integrate walking and biking within the region through policies and programs that foster accommodations for improved safety, mobility, and health
- 4) **Increase Awareness** - Elevate the level of understanding and awareness of the benefits, uses, and needs of non-motorized transportation choices through comprehensive educational, enforcement, and outreach programs

This Technical Memorandum contains a set of recommended policies and programs which will result in greater consideration, education, awareness, and accommodations for non-motorized users within the greater Nashville Region. Emphasis is placed on policies and programs that support the top strategies endorsed by the MPO Bicycle and Pedestrian Advisory Committee (BPAC). Proposed policies and programs are designed to provide guidance to the Nashville MPO and its member jurisdictions so that the objectives and strategies implemented will encourage, educate, and promote, bicycling and walking.

1) Provide Facilities

- **Strategy - Designate and implement a regional bicycle network of bicycle commuter corridors and community connections.**

Policy & Program Recommendations:

- As part of the Regional Bicycle and Pedestrian Study, a bicycle network has been developed which includes all the major commuting corridors into downtown Nashville as well as the US and State highways that connect the urbanized areas in the Nashville MPO region.
- The facilities should be constructed so that riders of all abilities can use the system.
- Facilities on the network that will provide connection of existing facilities should be given high priority. The connection factor is included in the priority process as described in Technical Memorandum 5.
- Policies should be adopted by local jurisdictions to provide ongoing maintenance of the bicycle network and to establish procedures for monitoring the implementation of

the network. Examples of such maintenance activities include regular street sweeping of the roadway and bicycle facility, debris removal, and sign and striping replacement.

- ***Strategy - Require sidewalk accommodations along all Arterial roadways on which pedestrians are allowed***

Policy & Program Recommendations:

- As part of the Regional Bicycle and Pedestrian Study, a Sidewalk Accommodation Policy is proposed that calls for sidewalk accommodations on all federally classified Arterial roadways within an Urban Growth Boundary of the MPO on which pedestrians are not prohibited. The Urban Growth Boundary area (as defined by TN Public Chapter 1101) is used as this defines areas of the region that are expected to be urban in form over the next 20 years. For Davidson County, the Urban Transect categories (T3 through T6) define Metro Nashville's urban growth area.
 - It is recommended that all local jurisdictions within the MPO region, at a minimum, adopt guidelines requiring sidewalk and/or pedestrian accommodations along all arterial roadways within an urban growth boundary. Policy adoption should occur as part of a local municipality's comprehensive plan, zoning code, and/or subdivision regulations.
 - If not already an adopted standard in local documents, the minimum width of the sidewalk should be 5 feet regardless of the street classification. The sidewalks should be constructed with buffer zones along all roadways. A buffer zone width of 4 to 6 feet is recommended in the Nashville MPO region. More detailed guidelines for sidewalk construction are contained in Technical Memorandum #8 – Design Guidelines, of the Regional Bicycle and Pedestrian Study.
 - Some jurisdictions in Tennessee and the MPO region allow “in-lieu-of” payments to the community's sidewalk fund. By collecting equal payments in lieu of actual on-site sidewalk construction, more strategic choices can be made regarding where and when sidewalks are built. Further use of this practice should be considered by local governments within the Nashville MPO region.
- ***Strategy - Create, fund, and implement spot improvement programs so that minor walking and bicycling improvement needs can be quickly addressed.***

Policy & Program Recommendations:

- Develop a maintenance and spot improvement program to be run by a Public Works or a Parks and Recreation Department. The responsibility could be split where on-road facilities are maintained by Public Works and greenways are maintained by a Parks and Recreation Department. Examples of such maintenance activities include regular sweeping, litter and debris removal, vegetation control, and signing and striping.
- Provide spot maintenance forms upon request at bicycle shops and on a website set-up for bicycle and pedestrian information.
- Roads that have bicycle facilities should be on the regular street sweeping schedule in jurisdictions where a schedule exists.

- Local sidewalk maintenance programs should be established to address sidewalk maintenance and repair needs.
- **Strategy - Improve connectivity for pedestrians and bicyclists by providing a continuous system of sidewalks, bicycle facilities, and greenways that connect key origins and destinations such as neighborhoods, commercial areas, schools, parks, and transit service.**

Policy & Program Recommendations:

- In cooperation with local municipalities, the MPO should develop programs and initiatives which encourage local governments, as part of the development review process, to evaluate the potential for new developments to provide pedestrian connections to existing sidewalks and nearby destinations. These programs and initiatives should also encourage pedestrian and bicycle facilities which provide logical connections between schools, shopping centers, parks, civic buildings, transit stops, park-and-ride lots, residential developments, and other activity centers.
- The MPO should work with local municipalities to establish bicycle and pedestrian accommodation provisions within their local plans and governing documents (e.g. comprehensive plans, zoning ordinances, and subdivision regulations). Provisions should not only require sidewalk and bikeway facilities but also advocate for policies that support walking and bicycling through community design, mixed-use development, street connectivity, and transit oriented development.
- **Strategy - Promote and encourage land use decisions that provide a meaningful and context-appropriate mixture of uses that are supportive of increased walking and bicycling.**

Policy & Program Recommendations:

- The Nashville region should consider developing a program to encourage local jurisdictions to more effectively plan and implement ways to link land use and transportation. A good example is the “Livable Centers Initiative” (LCI) which was created by Atlanta’s regional planning agency. The program is offered to encourage local jurisdictions to plan and implement strategies that link transportation improvements with land use development strategies to create sustainable, livable communities consistent with regional development policies. Planning grants are awarded by the regional planning agency on a competitive basis to local governments and non-profit organizations to prepare plans for the enhancement of existing centers and corridors. This takes advantage of the investments committed in these communities to achieve more balanced regional development, reduce vehicle miles traveled, and improve air quality. The primary goals of the program are to:
 - Encourage a diversity of mixed-income residential neighborhoods, employment, shopping and recreation choices at the activity center, town center, and corridor level;
 - Provide access to a range of travel modes including transit, roadways, walking and biking; and
 - Develop an outreach process that promotes the involvement of all stakeholders.

A similar program in the Nashville region could be an effective means in accomplishing the above strategy.

- The MPO and its member jurisdictions should encourage local school boards to establish school siting policies that favor sites with good walking and biking access. As an example, the policy could include a recommendation that new elementary schools be located on neighborhood streets with low traffic volumes and speeds, and within walking distance of a large proportion of students' homes. In addition, the site design of schools should give opportunity for pedestrian and bicycle access.

2) **Build Support**

- ***Strategy - Hold annual walking and bicycling regional summits in order to enhance awareness and report on progress made on increasing non-motorized transportation throughout the region.***

Policy & Program Recommendations:

- In May 2009, the Nashville MPO held a summit in conjunction with Cumberland Region Tomorrow (CRT) and TDOT to discuss transit initiatives in Middle Tennessee. It was well attended by local mayors and other public officials as well as by private businesses. The Nashville MPO could hold an annual (or biennial) walking and cycling summit in as a stand-alone event or in conjunction with other related initiatives.

- ***Strategy - Partner with local planning and transit agencies on integrated transportation and land use corridor studies, small area plans, and transit-oriented developments.***

Policy & Program Recommendations:

- Providing continuous bicycle and pedestrian facilities across city and county boundaries and between transportation modes enables bicycling and walking throughout the region. The Tri-County Study which includes the counties of Wilson, Sumner, and Robertson and the Northeast Corridor Study which includes the counties of Davidson and Sumner are two good examples within the MPO region of inter-jurisdictional cooperation and modal interconnectivity. The MPO could develop a pilot program which establishes similar cooperation between jurisdictions when preparing local plans, corridor studies, small area plans, and transit-oriented developments so that continuous facilities crossing city and county boundaries are constructed.

- The Nashville MPO should work with local and regional transit providers (MTA, RTA, and Franklin and Murfreesboro transit systems) to develop strategies and opportunities to increase walking and biking to and from public transportation services and facilities. Potential strategies include linking transit stops to sidewalks and bikeways, providing comfortable, well designed transit stops, and providing bike storage at transit stops.

- ***Strategy - Establish an annual report on the state of walking and biking improvements and activities in the region whereby municipalities report annually on their local activities. Information can be used to prepare a package to present throughout the region to mayors and elected officials, community organizations (i.e. YMCA, health***

depts., churches, bicycle clubs, parks depts., etc.), and other stakeholders detailing the benefits, projects, and practices for the year related to walking and biking in the region.

Policy & Program Recommendations:

- The Nashville Region should continue an annual bicycle and pedestrian count program as piloted in 2009 consistent with the National Bicycle & Pedestrian Documentation Project (NBPD). Guidance on this program is described in Technical Memorandum #3B – Count Procedures Manual of the Regional Bicycle and Pedestrian Study.
- Household surveys can be conducted periodically regarding the number of biking and walking trips and the type of trip that occurred, i.e. home to school, home to work, home to shop, work to shop, etc. Surveys can be used as a tool to measure the effectiveness of various policies and programs.
- Area Specific Programs - The City of Portland has a program that targets an area of town each year to increase bicycling, walking, transit, carpool, and car sharing trips. The projects include programs that are targeted toward the demographics in that area of town. Each household in the target area receives an order form for informational materials. The households can order materials about bicycling which included a bike kit, maps, safe routes, ride calendar, and helmet brochure. In some areas there are incentives offered to residents who returned their order forms. The residents receive a newsletter every other month that provides information on traffic safety and programs in that area, a calendar of events, and other resources.

3) Create Policies & Programs

- ***Strategy - Create a dedicated funding source for bicycling and pedestrian facilities improvements.***

Policy & Program Recommendations:

- While there currently is no state enabling legislation that would allow for the Nashville Area MPO to enact dedicated revenues for sidewalk and bikeway improvements at this time, such opportunities may materialize in the future given recent legislation that was passed this year. In July of 2009, Tennessee State Law (TCA Title 64, Chapter 8) was amended to allow for the levying of dedicated revenues for transportation purposes. This legislation is largely for the provision of public transportation services by a regional transportation authority (RTA), for which the Nashville region has. Funding through this program could be used for sidewalk and bikeway improvements. Limiting use of this to sidewalk and bikeway accommodations that directly link to transit services would be one way to ensure a link between transit and these funds.
- ***Strategy - Integrate consideration of walking and bicycle travel into all transportation planning, design, construction and maintenance projects as well as in local community and transportation plans.***

Policy & Program Recommendations:

- Across the country Complete Streets policies are being adopted by communities. A Complete Streets policy ensures that the roadway is designed with all users and all

skill levels in mind, i.e. it is designed to accommodate bicyclist, pedestrians, transit users, and motorists from children to older people. Establishing a Complete Streets policy will ensure roadway designs include safe and effective access to all users. The MPO, the Tennessee Department of Transportation (TDOT), and local communities in the MPO region should adopt a Complete Streets policy.

- As part of all roadway design and retrofit projects in Tennessee, bicyclists and pedestrians should be accommodated when appropriate as stated in the Bicycle and Pedestrian Element of the Tennessee Long Range Transportation Plan. The Statewide Plan also states that bicycle and pedestrian facilities should be enhanced when existing roadways are improved and upgraded.
- ***Strategy - Give guidance to local communities on methods for establishing developer incentives for inclusion of sidewalks, bike lanes, and transit accommodations as part of all projects, and for inclusion of bike racks, lockers, showers, and other facilities in commercial and public building projects.***

Policy & Program Recommendations:

- Develop recommended guidelines for bicycle parking provisions which can be used by local governments.
- As an incentive, local jurisdictions could offer to perform an expedited development review for commercial developments and public building projects that include facilities for alternative modes of travel. The expedited review would place the development on the top of a priority list that is set by the local municipality.
- A variable reduction in the traffic impact fee for developments that include facilities for alternative modes of travel may be granted based on the level of action. An example of this reduction would be if a walkway is being constructed to connect to the nearest arterial for non-abutting developments a traffic impact fee reduction of 3% could be given to the developer. The criteria for the reductions and the amount of the reduction would need to be determined and clearly defined by the local jurisdictions.

4) Increase Awareness

- ***Strategy - Emphasize a greater importance of pedestrian and bicyclist laws on the driver's licensing exam as a means of increasing safety for all users. The enforcement program should target pedestrian, bicyclist, and motorist behavior that can possibly result in a crash.***

Policy & Program Recommendations:

- The MPO should continue taking a leadership role in improvements to driver education. The Tennessee drivers' manual should incorporate clear, forceful information on the responsibilities of both motorists and pedestrians and the MPO can serve as a valuable resource in improving how that information is provided. Information and questions regarding the rights and safety of bicyclists and pedestrians should be added to the drivers' handbooks and driving tests. These components should be consistently used as part of driver education classes.

- The MPO should continue educational efforts regarding bicycle safety including efforts to increase understanding and awareness of the Tennessee 3-foot law for motorists passing bicyclists.
- The MPO should continue working with TDOT, the Tennessee Department of Safety, and the Governor's Highway Safety Office in the development, research, and outreach of efforts aimed at improving pedestrian and bicyclist safety.
- Grants from the National Highway Traffic Safety Administration (NHTSA) can be obtained by local police departments for enforcing pedestrian right-of-way laws and bicycle traffic violations. The grants can be used to conduct targeted enforcement campaigns, pedestrian enforcement at intersections and bicycle enforcement at other intersections.
- Pedestrian Enforcement campaigns can be conducted similar to those seen in Seattle. These campaigns have two components, one targets motorist and a second component targets pedestrians. The police write tickets to motorists who do not yield to pedestrians in the crosswalk or to pedestrians who jaywalk or do not follow the traffic signals.

Those behaviors to be targeted should be determined at the outset of a law enforcement campaign. It is recommended that the following behaviors be targeted:

Motorist behaviors

- Failing to pass at a safe distance (not less than three feet),
- Right turners cutting off bicyclists,
- Failing to yield to bicyclists (comply with signals/signs) at intersections,
- Failing to yield to pedestrians at crosswalks, and
- Right turn on red violations.

Bicyclist behaviors

- Riding at night without lights,
- Violating traffic signals/stop signs,
- Sudden changes in direction without scanning or signaling,
- Riding against traffic on the roadway,
- Failing to yield to motorists at midblock locations, and
- Violating traffic signals.

The effort to enforce the traffic laws as they relate to bicycle and pedestrian safety should be addressed in a regional, coordinated, bicycle enforcement campaign. Sporadic enforcement is not likely to result in significant improvements to motorist, cyclist, or pedestrian behavior.

- Adult Bicycle and Pedestrian Safety Training - Getting adults to participate in bicycle and pedestrian training courses is challenging. Bicycling and walking are not typically viewed by adults as things they have to learn how to do. Consequently, they do not typically enroll in traffic safety courses. As part of a Bike to Work promotion it is recommended that safety training be included. These can vary from "lunch and learn" type presentations to evening/weekend commuter workshops to providing League of American Bicyclists *Traffic Skills 101* courses.

- **Strategy - Establish an informational website showing routes and locations of bicycle facilities as well as printable PDF maps.**

Policy & Program Recommendations:

- A website should be established that contains information regarding biking and walking in the region. This website can be used to post bicycle maps showing the routes in the MPO region.
- The website should also provide spot maintenance forms for bicycle and pedestrian facilities.
- The website should provide information on a variety of educational resources including information such as elementary instructor training courses on bicycle and pedestrian safety for children through programs like Safe Routes to School.

- **Strategy - Integrate bicycle and pedestrian skills training into appropriate school curricula and annually fund school-based education programs on bicycling and walking safety.**

Policy & Program Recommendations:

- The MPO should encourage greater use of the Safe Routes to School Program locally and work to provide a coordinated approach to such initiatives within the region.
- It is recommended that a bicycle and pedestrian traffic safety curriculum for elementary school students be developed. The program should establish guidelines to maintain, update, and distribute the materials, as well as train the educators on implementing the materials.

The program should have access to the biking and walking website that contains links to resources and mini-grant programs. The instructor courses should be free for educators, law enforcement officers, and community volunteers. The program should also provide mini-grants to local agencies/school districts to buy new materials or replace existing materials.

- **Strategy - Create, fund, and implement pedestrian and bicycle media campaigns and promotional materials to promote walking and bicycling as a safe, healthy, cost effective, environmentally beneficial transportation choice. Identify partners to provide bicycle and pedestrian education, enforcement, and encouragement programs.**

Policy & Program Recommendations:

- One of the primary resources for non-motorized transportation safety campaign materials is the Federal Highway Administration's (FHWA) Pedestrian Safety Campaign. As stated on FHWA's website, the materials developed in 2003 consist of ready-made information that State or local governments can tailor and use for campaigns in their communities. These materials include radio, television, and public service announcements; brochures; posters; press releases; and newspaper articles.

In a separate effort, FHWA developed and tested media-based marketing materials directed specifically at Hispanic audiences. This information may be useful in reaching out to the Nashville region's growing Hispanic community. Other training resources exist through NHTSA including training for law enforcement.

3.0 OUTREACH AND ENCOURAGEMENT INITIATIVES

This section presents a listing of outreach and encouragement initiatives that have been developed throughout the United States that support the various policy and program recommendations presented in this Technical Memorandum. These initiatives, which are designed to have a positive influence on biking and walking, spread across four categories:

- Enforcement activities
- Educational initiatives for bicyclists, walkers, and motorists
- Encouragement programs designed to increase biking and walking
- Media campaigns targeted at bicycling and walking

City, county, and regional programs can be designed to encourage bicycling and walking. Implementation of these programs is intended to increase the number of bicycling, walking, and transit trips. These initiatives offer a spectrum of opportunities that could be employed within the Nashville region. The Nashville MPO should consider working with existing local non-profit biking and walking organizations and clubs, chambers of commerce, and private companies to obtain support for similar programs in the Nashville region.

Innovative Outreach and Encouragement Practices

City of Portland, Oregon

The Transportation Options Division of the Portland Bureau of Transportation for the City of Portland, Oregon provides information, resources, and tools to help Portland residents, employees, and students make good choices about how to get around. The following is a listing of activities geared toward walking and biking in the Portland program. Additional information about this organization and their programs can be found at:

<http://www.portlandonline.com/TRANSPORTATION/index.cfm?c=44099>

Portland by Cycle Campaign

The goal of this program is to encourage new and existing bicycle riders to utilize their bicycles for more trips and new trip purposes. A bike kit is provided to new and existing cyclists with free maps, information, and commuting accessories. The kit aids in efficient distribution of new and existing literature, provide incentives for cycling, and help Portland residents overcome barriers to cycling. An additional component includes free bike route planning.

Rides – Evening Rides and Summer Rides

Evening rides and classes are designed for new cyclists and those who have not been on a bike for years. Participants tour their area of town and learn the best ways to get around by bike. The rides begin with a safety briefing and safety tips are given during the ride by trained volunteers and staff ride leaders. The summer rides target new or inexperienced riders needing an extra boost of confidence and experience to feel more comfortable on their bicycles in traffic.

Women Bike Training

The Women on Bikes program is a series of clinics, conversations, and rides targeted for women. This program successfully increased newer cyclist ridership. Clinic and

conversation topics include bike selection, bike and cyclist gear, bike handling skills, basic bike maintenance, the city's bikeway network, cyclists' rights and responsibilities, how to ride with children, how to shop by bike, and advocacy.

Senior Cycling

A successful program designed to encourage seniors to get back on their bicycles. The program includes seniors riding three-wheel bicycles in areas with no or low traffic.

TDM - Small Business

This program targets small businesses and provides employers and employees information on biking, walking, transit, and carpooling. The program also offers walking and biking maps and kits for employees, free bike rack installations, transit programs, and carpool information.

School Safe Routes

Parents and staff assist with an after-school event that includes route planning, helmet fitting and giveaways, safety talks, general walking and biking information, and a guided ride to school.

Bicycle Light Distribution

Working with local non-profit bicycle advocacy groups bicycle lights are distributed to needy individuals. In addition, City officials launched a safety campaign, See and Be Seen, to promote bicycle lights.

Youth Helmet Distribution

The proper fit of bicycle helmets is promoted at events and activities and through brochures. Additionally, bicycle helmets are given out at sponsored events/programs such as Bike and Walk to School Day, Safe Routes to School program, and the Bicycle Transportation Alliance.

Smart Living Classes

Individuals and organizations offer nine free classes on topics such as Bike Commuting, Bike Touring Basics, Shopping by Bike, and All Season Cycling.

Employee Outreach

Staff work with a medical center in the area to promote transportation options to employees and patients. Custom maps are created and distributed that detail routes and parking alternatives for employees.

New Resident Packets

New homeowners to the area are welcomed with mailers offering an opportunity to request neighborhood bike maps, bus and light rail schedules, and other transportation information.

Partnerships

The Portland project has several partners that assisted with the programs. These include health care providers, media, businesses, and community groups.

North Front Range Metropolitan Planning Organization, Fort Collins, Colorado

The North Front Range Metropolitan Planning Organization (NFRMPO) maintains and funds a series of programs geared toward promoting alternative mode choices including walking and biking within the Fort Collins, Colorado area. The program is known as SmartTrips and includes resources, information, and incentives to help individuals travel as often as possible by means other than driving alone in a car. Additional information about this organization and their programs can be found at: <http://www.smarttrips.org/index.aspx>

Website

A key aspect of NFRMPO's SmartTrips program is a robust and interactive website which provides information on smart transportation options including bicycling, carpooling, taking the bus, teleworking, vanpooling, and walking. The website includes bicycle maps, information on promotions and events, services including information on guaranteed ride home programs, bicycle and buses, and safety. The website event has the ability to report road obstacles or hazards (<http://www.smarttrips.org/bicycle/reportHazard.aspx>).

Commuter Bicycle Coach

This program is designed to encourage and educate business employees about the fun, the freedom, the ease and the benefits of commuting by bicycle. An employee volunteers from each participating organization to serve as the coordinator for bicycle commuting. The coordinator will recruit fellow employees to ride a bike to work one day a week. The local commuting office provides guidance, information and workshops, and incentives.

Bike Month

Rides and events are designed to include cyclists of all ages and abilities during this month. The events include several different rides and flat repair and maintenance clinics. Registered participants win prizes and bicyclists who log miles on the website are entered into additional drawings.

Marketing Campaigns

15-minute Cable TV talk show segments are shown highlighting carpooling, Bike Month, Bus Month, Summer Youth Fare, Commuter Bicycle Club, and other alternative transportation issues. Also, direct mail postcards throughout the area are distributed promoting the different bicycle events.

Commuter Bicycle Club

Bicycle commuters who live and/or work in the city or the neighboring communities can log their miles for work or errands on a website to be eligible to receive prizes and discounts. Various companies and organizations sponsor the Commuter Bicycle Club.

Bicycle Depot

A Bike Depot serves as a secure bicycle parking facility for city employees who bicycle to work. The depot is a convenient space for bicycle commuters to transition from commute-mode to work-mode. A loaner bicycle is available for city employees who need to run errands during the workday.

PEDS – Atlanta, Georgia

PEDS is a nonprofit, member-based advocacy organization in metro Atlanta dedicated to promoting safe and accessible travel for all pedestrians in the Atlanta Georgia region. Several areas the organization has focused include encouragement of reporting hazards and sidewalk maintenance issues, speeding in neighborhoods and the use of speed enforcement by video, and sidewalk parking. Additional information about this organization and their programs can be found at: <http://peds.org/>

Golden Shoe Awards

To encourage a better balance between people and cars, PEDS honors outstanding projects, places, groups and individuals that have contributed significantly toward making metro Atlanta safer and more accessible for all pedestrians.

Downtown Atlanta Walk There Challenge

This program is actually offered by the Downtown Atlanta TMA and supported by PEDS. It is a free program encouraging Downtown Atlanta's commuters to focus on promoting physical activity and walking Downtown as a means of transportation. Contest participants do not have to walk to work to participate; all walking counts, whether it's at work, at home or elsewhere. All program participants are asked to log the number of steps they take during the month. A free pedometer and "walking kit" is provided to all individuals who register.

Crosswalk Sting Operations

As a means of increasing awareness of crosswalk laws a multi-jurisdictional crosswalk sting operation in the Atlanta region was conducted. Police officers dressed as plainclothes pedestrians and deployed as decoys. Officers dressed in uniform pulled drivers over who failed to stop for them. The first sting nabbed over 150 violators.

Report Pedestrian Hazards

As part of PEDS website they have developed a web-based application that allows for the reporting of pedestrian related hazards. The web application provides a one-stop-spot for the reporting to 12 municipalities in the Atlanta region.