



# CITY OF CHICAGO



**RICHARD M. DALEY, MAYOR**  
Mayor's Bicycle Advisory Council  
January 2006

Inside front cover





# BIKE 2015 PLAN CITY OF CHICAGO









# Contents

<i>Executive Summary</i>	<b>2</b>
<i>Introduction</i>	<b>4</b>
<i>Chapter 1 Bikeway Network</i>	<b>6</b>
<i>Chapter 2 Bicycle-friendly Streets</i>	<b>14</b>
<i>Chapter 3 Bike Parking</i>	<b>16</b>
<i>Chapter 4 Transit</i>	<b>20</b>
<i>Chapter 5 Education</i>	<b>26</b>
<i>Chapter 6 Marketing and Health Promotion</i>	<b>34</b>
<i>Chapter 7 Law Enforcement and Crash Analysis</i>	<b>40</b>
<i>Chapter 8 Bicycle Messengers</i>	<b>46</b>
<i>Conclusion</i>	<b>49</b>

# Executive Summary

The *Bike 2015 Plan* is the City of Chicago's vision to make bicycling an integral part of daily life in Chicago. The plan recommends projects, programs and policies for the next ten years to encourage use of this practical, non-polluting and affordable mode of transportation.

## **PLAN GOALS**

The *Bike 2015 Plan* has two overall goals:

- To increase bicycle use, so that 5 percent of all trips less than five miles are by bicycle.
- To reduce the number of bicycle injuries by 50 percent from current levels.

The plan has eight chapters, each with a specific goal:

- **Bikeway Network** – Establish a bikeway network that serves all Chicago residents and neighborhoods.
- **Bicycle-friendly Streets** – Make all of Chicago's streets safe and convenient for bicycling.
- **Bike Parking** – Provide convenient and secure short-term and long-term bike parking throughout Chicago.
- **Transit** – Provide convenient connections between bicycling and public transit.
- **Education** – Educate bicyclists, motorists, and the general public about bicycle safety and the benefits of bicycling.
- **Marketing and Health Promotion** – Increase bicycle use through targeted marketing and health promotion.
- **Law Enforcement and Crash Analysis** – Increase bicyclist safety through effective law enforcement and detailed crash analysis.
- **Bicycle Messengers** – Expand the use of bicycle messengers; improve their workplace safety and public image.

## **CHAPTER ORGANIZATION**

Each chapter of the *Bike 2015 Plan* identifies specific objectives to accomplish the chapter's overall goal. One hundred fifty strategies detail how to implement these objectives in realistic, meaningful and cost-effective ways.

Each strategy has one to three performance measures, defining the results expected and the timetable for completion. Strategies are listed in chronological order to indicate the schedule of completion. Most strategies identify "Best Practices" to benchmark with excellent projects. (The Web version of the plan provides hyper-text links to many of these best practices.) Finally, each objective lists possible funding sources, to help ensure the plan can be implemented and at less cost to the City of Chicago. Many of the recommended strategies are eligible for federal funding, particularly through the Congestion Mitigation and Air Quality Improvement (CMAQ), Transportation Enhancement, and highway traffic safety programs.



## **PLAN OUTLINE**

### **Streets for Cycling (Chapters 1 and 2)**

Encouraging bicycling begins with convenient and safe places to ride. The plan proposes a 500-mile bikeway network, establishing a bikeway within a half-mile of every Chicago resident. Bikeways to priority destinations, including schools, universities and transit stations, are proposed. Bicyclists' needs should be considered in the planning, design, construction and maintenance of all streets. Special attention should be given to bicycling whenever bridges, underpasses and expressways are constructed or improved so these facilities do not become significant barriers to bicycling. Road hazards such as potholes, broken glass and sewer grates that trap bicycle wheels should be identified on a regular basis and repaired quickly.

### **Parking (Chapter 3)**

A key advantage to bicycling is free, convenient parking. Key strategies to emphasizing this advantage include installing an additional 5,000 bike racks and 1,000 long-term bike parking spaces, encouraging bike parking inside commercial and office buildings, and ensuring that the bike parking requirements of Chicago's new zoning ordinance are met.

### **Transit Connections (Chapter 4)**

Access to public transit significantly increases the range and flexibility of bicycle trips. Strategies to improve bike-transit connections include considering bicyclists' needs in the planning, design and operation of trains and stations; establishing bikeways to popular train stations; and providing bike parking inside and outside stations. The goal is to increase the number of bike-transit trips by 10 percent per year.

### **Education and Marketing/Health Promotion (Chapters 5–6)**

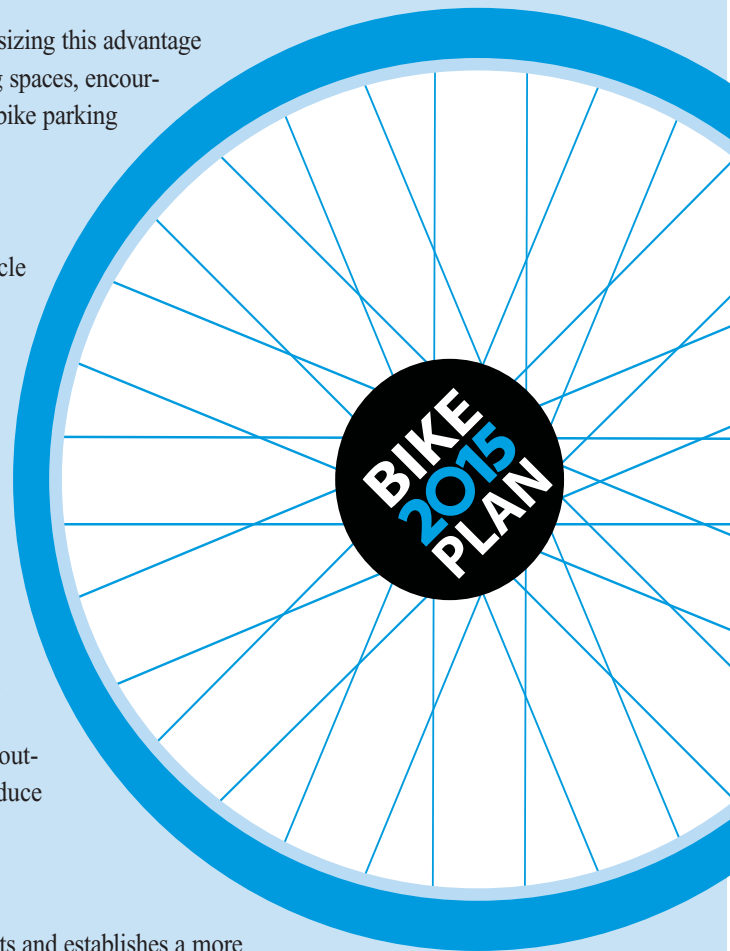
Developing safe bicycling skills in adults and children, and teaching motorists to share the road with bicyclists are key education efforts. Education is also the most effective way to prevent bicycle theft. Marketing bicycling as a healthy, fun and convenient way to travel will encourage use. Partnerships with the Chicago Public Schools, Chicago Park District, Chicago Transit Authority, Chicagoland Bicycle Federation, not-for-profit groups, health agencies, media outlets and the private sector would increase the number of people reached and reduce costs.

### **Law Enforcement and Crash Analysis (Chapter 7)**

Enforcement of traffic laws helps reduce the number of injuries suffered by cyclists and establishes a more inviting environment for bicycling. Key strategies include training police officers to enforce laws that support a safe bicycling environment, designating a person at the Chicago Police Department to coordinate bicycle enforcement efforts, and analyzing the circumstances of serious bicycle crashes to help prevent them from recurring.

### **Messengers (Chapter 8)**

Bicycle messengers deliver material quickly and inexpensively, providing an important service to Chicago's business community. Key strategies include reducing significant barriers to their use, identifying and promoting opportunities for broadening bicycle messenger service, and streamlining the delivery process to make them more efficient. Several strategies identify how to establish a safer work environment.





# Introduction



## PREVIOUS PLANNING - THE BIKE 2000 PLAN

In 2001, *Bicycling Magazine* selected Chicago as the best “big” city (over one million people) for bicycling in North America.<sup>1</sup> This recognition was due in large part to the success of the *Bike 2000 Plan*. Prepared in 1992 by the Mayor’s Bicycle Advisory Council, the plan has 31 recommendations to encourage bicycling in Chicago. There has been significant progress on every recommendation, including:

- Establishing a network of 100 miles of on-street bike lanes and 50 miles of off-street trails
- Installing 10,000 bike racks, more than any city in the United States
- Permitting bicycles on Chicago Transit Authority (CTA) trains and equipping their fleet of 2,000 buses with racks that carry bikes
- Producing award-winning educational publications, including the *Chicago Bike Map*, *Safe Bicycling in Chicago*, and *Student Cycling in Chicago*
- Staging innovative outreach programs, such as Safe Routes to School, the Bicycling Ambassadors and the annual Bike Chicago festival, which have encouraged 500,000 Chicagoans to bicycle

These successes are due in large part to the:

- Leadership of Mayor Richard M. Daley, whose goal is “to make the City of Chicago the most bicycle-friendly city in the United States”<sup>2</sup>
- Commitment of city agencies, particularly the Chicago Department of Transportation, Chicago Transit Authority, Chicago Park District, and the Mayor’s Office of Special Events, to incorporate bicycling into their mandates and programs
- Partnership with and professional services provided by the Chicagoland Bicycle Federation, Chicago’s non-profit bicycle advocacy group



## CHALLENGES AND OPPORTUNITIES

Despite these successes, many challenges remain. Chicago's roads are clogged with traffic. Motorists spend hours stuck in traffic. Tailpipe emissions from automobiles and trucks account for almost half of Chicago's air pollution,<sup>3</sup> contributing to asthma and other respiratory problems suffered by more than 650,000 children and adults in Metropolitan Chicago.<sup>4</sup> Inactive lifestyles may be contributing to an "obesity epidemic" in Chicago, with more than 20 percent of the city's children and 60 percent of the adults overweight or clinically obese.<sup>5,6</sup> Finally, dependence on the private automobile is expensive. Households in the Chicago region spend an average of 17 percent of their budgets, or \$7,500 per year, on transportation.<sup>7</sup>

These transportation and public health issues create challenges and opportunities that bicycling programs can address. Bicycling is a viable means of transportation in Chicago. The city is flat and compact, with destinations often nearby. Almost 60 percent of all trips made by Chicago residents are three miles or less, distances well suited for bicycling.<sup>8</sup> Making these trips by bicycle would:

- Reduce traffic congestion and tailpipe emissions
- Conserve limited energy resources
- Integrate healthy, physical activity into everyday travel, fostering active lifestyles
- Lower transportation costs

## THE BIKE 2015 PLAN - DEVELOPMENT AND IMPLEMENTATION

Preparation of the *Bike 2015 Plan* began in 2002 when the Chicago Department of Transportation retained the Chicagoland Bicycle Federation to help develop the plan. Public, city staff, and other stakeholder involvement were essential to the plan's development. Key activities included three public meetings with 235 people in attendance, 50 meetings with senior staff of agencies responsible for implementing the plan, and 10 meetings with the Mayor's Bicycle Advisory Council. The *Bike 2015 Plan* was approved by the Mayor's Bicycle Advisory Council on September 21, 2005.

Implementation of the *Bike 2015 Plan* depends on four factors: a commitment by key city agencies to implement the recommended strategies; significant and sustained funding, particularly by prioritizing bicycle projects in federal transportation grant programs; continued political support; and a strong partnership with Chicago's bicycling community.

### REFERENCES:

- 1 Alan Coté and Sean Coffey. "The Best Cycling Cities," *Bicycling Magazine*, Nov. 2001, p. 38.
- 2 City of Chicago, Message from the Mayor. (2004). *Chicago Bike Map*, 2004 edition. Chicago: n.p.
- 3 Chicago Department of Environment. (2001). *Chicago's Energy Plan*. Chicago: n.p.
- 4 American Lung Association. The Estimated Prevalence and Incidence of Lung Disease by Lung Association Territory, Sept. 2004, p.16.
- 5 Consortium to Lower Obesity in Chicago Children (CLOCC). *Prevalence of Childhood Overweight*, (n.d.), p. 1.
- 6 Chicago Department of Public Health. (May 2003). *Quick Health Facts, Tale of the Scale*. Chicago: n.p.
- 7 Surface Transportation Policy Project and the Center for Neighborhood Technology, *Driven to Spend: Pumping Dollars out of our Households and Communities*, June 2005, p. 6.
- 8 Chicago Area Transportation Study. (October 1991). *City of Chicago Household Travel Survey*.

*Implementation of the Bike 2015 Plan depends on four factors:*

- 1.** *a commitment by key city agencies to implement the recommended strategies*
- 2.** *significant and sustained funding, particularly by prioritizing bicycle projects in federal transportation grant programs*
- 3.** *continued political support*
- 4.** *a strong partnership with Chicago's bicycling community*






*Bike lane, trail, and signed route*

## CHAPTER 1 Bikeway Network

### GOAL:

*Establish a bikeway network that serves all Chicago residents and neighborhoods.*

### PERFORMANCE MEASURE:

*Establish a 500-mile bikeway network by 2015.*

“Bikeways” are streets and trails specifically designed for bicycle travel. Bikeways help bicyclists feel comfortable riding, whether on streets with heavy motor-vehicle traffic or on off-street trails. Surveys consistently indicate that providing bikeways is the most effective way to encourage bicycling.<sup>1, 2</sup>

The vision of this plan is to establish a 500-mile bikeway network in Chicago that is the equal of the best in the world. This requires the network to be extensive, attractive, and conveniently located. Bicyclists will notice the quality of design, construction, and maintenance. They will feel safe and appreciate that Chicago honors and welcomes bicycling.

This plan does not distinguish between bikeways used primarily for transportation or recreation. Many routes which may appear to be primarily recreational are used for transportation, and vice versa. The proposed bikeway network will serve bicyclists of all levels and abilities.

This chapter identifies six objectives intended to establish the proposed bikeway network. When complete, the network will reach within one-half mile of every Chicago resident and every neighborhood in the city. The proposed network expands on the 300-mile network of bikeways proposed in the *Bike 2000 Plan* (1992), the 125 miles of new bike lanes and 250 miles of signed routes recommended in the *Streets for Cycling Plan* (2000), and the trails identified in the *Chicago Trails Plan* (2005). The following table summarizes the characteristics of the existing and proposed bikeway network:

<b>Facility Type</b>	<b>Miles in 2005</b>	<b>Miles in 2015</b>
<i>Bike Lane</i>	104	150
<i>Bus/Bike Lane</i>	1	3
<i>Raised Bike Lane</i>	0	5
<i>Rush Hour Bikeway</i>	1	5
<i>Shared Lane Markings</i>	4	22
<i>Signed Route</i>	155	240
<i>Bike Boulevard</i>	0	10
<i>Off-Street Trail</i>	50	65
<b>Total:</b>	<b>315</b>	<b>500</b>



Bike lanes and signed bike routes (Objective 1) are established on the best streets for bicycling. Bike lanes are five or six-foot wide corridors for the exclusive use of bicyclists. They are particularly appropriate on collector and arterial streets given their high traffic volumes and because these are often the only streets crossing expressways, waterways, and railway lines. Forty-six miles of new bike lanes are recommended to be established by 2015. Eighty-five miles of signed routes are also proposed, many along streets too narrow for bike lanes.

Off-street trails (Objective 2) are 10 – 15 foot wide paths physically separated from the road, for use by bicyclists, pedestrians, runners and others. Research indicates that providing trails near where people live is one of the most effective ways to encourage bicycling.<sup>3</sup> The *Chicago Trails Plan* (2005) identifies almost 200 miles of existing and proposed trails. Existing trails, including the 18-mile Lakefront Trail along Lake Michigan, should continue to be upgraded and, where possible, extended to meet demand.

Innovative bikeways (Objective 3) enhance the bikeway network by introducing new types of bikeways and intersection improvements. Innovative bikeways include colored bike lanes, special pavement markings along streets too narrow for bike lanes, “bike boulevards” on streets with low traffic volumes, and other innovative improvements.

Establishing bikeways to priority destinations (Objective 4), such as schools, universities, and transit stations, complements the Safe Routes to School efforts outlined in the Education chapter and the Bike to Transit efforts outlined in the Transit chapter. Another way to encourage bicycling is to help bicyclists choose safe, convenient routes (Objective 5). Proposed strategies include providing online interactive mapping so that people can develop personalized maps and installing bicycle information boards at appropriate locations.

Bikeway maintenance (Objective 6) is necessary to provide safe, comfortable riding conditions. Enhanced maintenance of bikeways is proposed, including: regular inspections, sweeping debris, replacing striping and signage, repaving streets, repairing pot-holes, and replacing dangerous grates.



### **OBJECTIVE ONE:** Add new bike lanes and signed bike routes.

#### **Strategies:**

- 1.1. **Establish the bike lanes recommended in the *Streets for Cycling Plan*.** Fifty of the 125 miles of new bike lanes proposed in this plan have not been established to date. Wherever possible, establish these bike lanes as part of other roadway projects to provide new paved surfaces and reduce installation costs.
  - 1.1.1. Performance Measures: Establish 10 miles of bike lanes by 2007, and an additional 10 miles by 2010.
  - 1.1.2. Best Practices: Chicago, IL; Philadelphia, PA; Portland, OR
- 1.2. **Establish bike lanes at locations that are not identified in the *Streets for Cycling Plan*.** Opportunities for new bike lanes exist beyond the locations identified in the *Streets for Cycling Plan* in 2000. For example, bike lanes might be appropriate with new development, reconstructed roads, or to connect to new trails. Wherever possible, establish these bike lanes as part of other roadway projects to provide new paved surfaces and reduce installation costs.
  - 1.2.1. Performance Measures: Determine locations by 2007. Establish 26 miles of bike lanes by 2015.

## **OBJECTIVES**

1. Add new bike lanes and signed bike routes.
2. Establish new trails, improve existing trails, and improve access to trails.
3. Use innovative designs to expand and enhance the bikeway network.
4. Establish bikeways to priority destinations.
5. Help current and potential bicyclists choose safe, convenient routes.
6. Prioritize ongoing maintenance and repair of the bikeway network.



- 1.3. **Establish shared bus/bike lanes.** Exclusive lanes for buses and bicycles provide faster bus service and safer routes for bicycling. Three bus/bike lanes are currently established in Chicago. If successful, expand initiative.
  - 1.3.1. Performance Measure: Establish 2 – 3 bus/bike lanes by 2008.
  - 1.3.2. Best Practices: Philadelphia, PA; Madison, WI; Tucson, AZ; Paris, France
- 1.4. **Continue signing the bike routes identified in the *Streets for Cycling Plan*.** One hundred and fifty miles of specially designed signs were installed in 2005 to direct bicyclists whenever their route changes and advise them of the direction and distance to their destination.
  - 1.4.1. Performance Measure: Sign an additional 85 miles of bike routes by 2009.
  - 1.4.2. Best Practices: Chicago, IL; Portland, OR; Muenster, Germany

#### Possible Funding:

Federal and state transportation programs including the Congestion Mitigation and Air Quality Improvement Program, Surface Transportation Program, Illinois Transportation Enhancement Program, Hazard Elimination Fund, and motor fuel taxes; Illinois Department of Transportation; Cook County Highway Department; Chicago Department of Transportation.



#### OBJECTIVE TWO:

**Establish new trails, improve existing trails, and improve access to trails.**

#### Strategies:

- 2.1. **Construct grade-separated connections at appropriate locations to connect trails and provide safe crossings of busy roadways.** Maintain safe trail access to the roadway.
  - 2.1.1. Performance Measures: Identify the priority 3 – 5 locations to establish grade-separated connections in 2006. Construct them by 2015.
  - 2.1.2. Best Practices: Chicago, IL; Phoenix, AZ; Davis, CA
- 2.2. **Regularly update trail planning, design, and construction standards.** Wherever possible, trails should be wide enough to accommodate all users. Adjacent soft surfaces for running may be appropriate.
  - 2.2.1. Performance Measures: Update the Chicago Park District's trail planning, design and construction standards on a regular basis. Ensure that new City of Chicago and Chicago Park District trails reflect these standards.
  - 2.2.2. Best Practice: Portland, OR
- 2.3. **Ensure that trails built as a condition of development approval are designed and built to appropriate standards.** Ensure that trails are the appropriate width and safely connect to the street network and/or existing trails.
  - 2.3.1. Performance Measures: Apply trail standards (refer to Strategy 2.2.) and establish a monitoring process by 2007.
  - 2.3.2. Best Practice: Calgary, AB
- 2.4. **Establish a trail circuit to permit a long recreational or fitness bike ride in Chicago.** Enable cyclists to have a long bike ride without having to leave the city, by connecting existing trails and, where necessary, using streets. Connect to trails in adjacent municipalities.
  - 2.4.1. Performance Measures: Establish a minimum 50-mile Chicago trail circuit by 2008; relocate the street routes to new trails as they are completed.
- 2.5. **Establish the trails recommended in the *Chicago Trails Plan*.** This plan identifies 40 existing and possible trails. Priority projects include the 130th Street Connector, Marquette Park Trail, Calumet River Trail, Valley Line, Bloomingdale Line, boulevard bikeways, and linking the North Branch Trail to the North Branch Riverwalk. Establish trails along abandoned (or underutilized) rail corridors, waterfront corridors, greenways, and utility easements. Ensure that new trails provide safe, direct connections to the on-street bikeway network and, where appropriate, to adjacent municipalities.





2.5.1. Performance Measure: Establish 3 – 5 new trails by 2015.

2.5.2. Best Practices: Minneapolis, MN; Portland, OR; Calgary, AB

2.6. **Establish the new trails, trail improvements, and new trail access points recommended in the South Lakefront Access Study and Chicago Park District Framework Plans.** These studies identify 5.5 miles of new trails, 1.5 miles of bike lanes, 17 access points, and 6 routes to Indiana. Priority projects include routing through McCormick Place; access bridges at 35th, 41st, and 43rd Streets; an improved crossing of Cornell Drive at the Midway Plaisance; and an underpass at 67th Street. Ensure that new trails provide safe, direct connections to the on-street bikeway network and, where appropriate, to adjacent municipalities.

2.6.1. Performance Measure: Establish 20 – 30 of the 44 recommended projects by 2015.

2.6.2. Best Practices: Minneapolis, MN; Portland, OR

2.7. **Upgrade and extend existing trails.** Improve existing trails to meet current standards (refer to Strategy 2.2.). Improve safety at high accident locations. Ensure that trails provide safe, direct connections to the on-street bikeway network and, where appropriate, to adjacent municipalities. Wherever possible, trails should be continuous. Priority projects include improving and extending the Lakefront Trail, North Branch Trail and Riverwalk, North Shore Channel Trail, and Des Plaines River Trail.

2.7.1. Performance Measure: Upgrade or extend trails at 5 – 10 locations by 2015.

**Possible Funding:**

Federal and state transportation programs including the Congestion Mitigation and Air Quality Improvement Program, Surface Transportation Program, Illinois Transportation Enhancement Program, and Illinois Department of Natural Resources Bike Path Grant Program and Recreational Trails Program; City of Chicago; Chicago Open Space Impact Fee; Chicago Park District; Cook County Forest Preserve District; private sector.



**OBJECTIVE THREE:**

Use innovative designs to expand and enhance the bikeway network.

**Strategies:**

3.1. **Color the pavement at selected bikeway locations to alert motorists and bicyclists of conflict areas and assign the right-of-way to bicyclists.** Increasing the visibility of bikeways reduces the number and severity of conflicts between motor vehicles and bicycles.<sup>4</sup> If successful, expand initiative.

3.1.1. Performance Measures: Establish colored bike lanes at 5 – 10 locations in 2006; evaluate their use in 2007.

3.1.2. Best Practices: Copenhagen, Denmark; Offenburg, Germany; Portland, OR; Cambridge, MA

3.2. **Install special pavement markings on streets too narrow for bike lanes.** Shared lane markings direct motorists where to park (i.e., closer to the curb) and drive, thereby reducing the number of conflicts with bicyclists (e.g., bicyclists hit by opening car doors).

3.2.1. Performance Measures: Install shared lane markings on 10 miles of streets by 2006 and an additional 8 miles by 2010.

3.2.2. Best Practice: San Francisco, CA

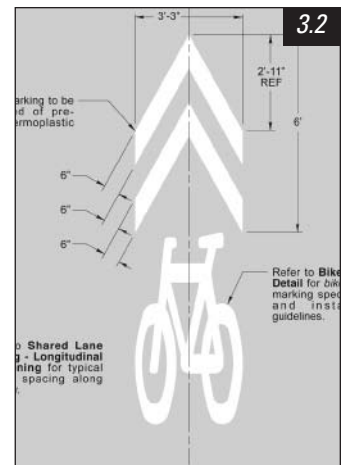
3.3. **Install signs advising motorists and bicyclists that bicycle traffic may move to the center of the travel lane.** This sign is appropriate when lanes are too narrow for safe joint use. By taking the full lane, bicyclists become more visible and discourage unsafe passing by motorists. Install on streets that are important connectors in the bikeway network and, where appropriate, with bikeway pavement markings. If successful, expand initiative.

3.3.1. Performance Measure: Test signs at 10 – 25 locations by 2007.

3.3.2. Best Practice: San Francisco, CA



3.1



3.2



3.3

- 3.4. **Consider establishing bikeways on streets with rush hour parking controls.** Many excellent streets for bicycling have an extra travel lane during the rush hour period, so that a full-time bike lane cannot be established. “Rush hour bikeways,” currently at three locations in Chicago, provide a wide curb lane during the rush hour period and a bikeway with curbside parking the rest of the day.

3.4.1. Performance Measures: Establish bikeways on streets with rush hour parking controls at 3 – 5 locations in 2007. Evaluate their effectiveness by 2008.

3.4.2. Best Practices: San Francisco, CA; Vancouver, B.C.

- 3.5. **Establish dedicated right and left turn lanes for bicycles.** Designated places for bicyclists at intersections help reduce the number of accidents and conflicts with motorists.

3.5.1. Performance Measures: Establish dedicated bicycle turn lanes at 3 – 5 intersections by 2007 and at another 10 – 25 intersections by 2015.

3.5.2. Best Practice: Eugene, OR

- 3.6. **Determine the appropriateness of advanced stop bars at intersections with high volumes of bicycle traffic.** This design, also called “bike boxes,” provides bicyclists a protected space in front of queued motor vehicles at traffic signals, giving them a head start and extra visibility when the light turns green. If successful, expand initiative.

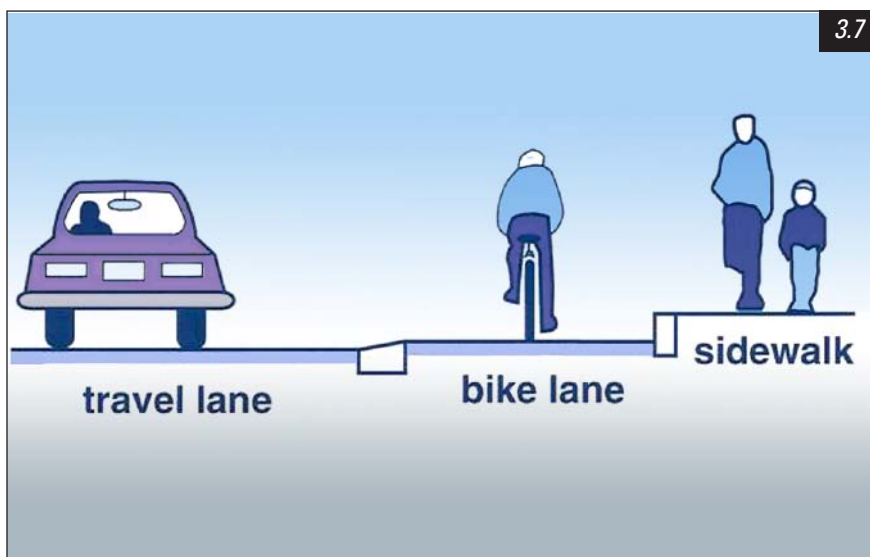
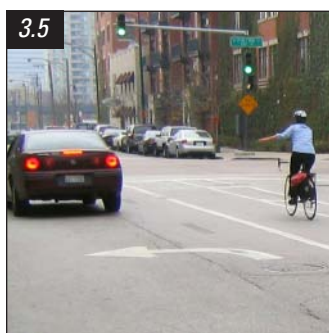
3.6.1. Performance Measures: Determine the appropriateness of advanced stop bars in 2006. If appropriate, test at 2 – 3 intersections by 2008.

3.6.2. Best Practices: Eugene, OR; Vancouver, B.C.; Cambridge, MA

- 3.7. **Install raised bike lanes at appropriate locations.** Raised bike lanes have a slightly raised edge to prevent motorists from driving in the lane, protecting bicyclists from fast-moving traffic. If successful, expand initiative.

3.7.1. Performance Measures: Identify 3 – 5 potential locations in 2006. Test 2 – 3 locations by 2010.

3.7.2. Best Practices: Eugene, OR; Bend, OR; Geneva, Switzerland



- 3.8. **Establish bike boulevards to prioritize bicycling on streets with low traffic volumes and slow speeds.** Use a combination of traffic calming, intersection treatments, and signage to make it easier and safer for bicyclists and pedestrians to cross intersections and discourage non-local motor vehicle traffic.

3.8.1. Performance Measures: Identify 5 – 10 potential locations by 2008. Establish 10 miles of bike boulevards by 2015.

3.8.2. Best Practices: Palo Alto, CA; Berkeley, CA



3.9. **Implement measures on selected streets with bikeways to reduce speeding and encourage bicycling.** Fast driving is dangerous and discourages people from bicycling. Potential improvements include, where appropriate, curb extensions, striping, planted medians, textured crosswalks, and gateway treatments. All improvements should accommodate emergency, snow removal, and mass transit vehicles.

3.9.1. Performance Measure: Test measures at 5 – 10 bikeway locations by 2015.

3.9.2. Best Practices: Portland, OR; Cambridge, MA; Vancouver, WA

#### Possible Funding:

Federal and state transportation programs including the Congestion Mitigation and Air Quality Improvement Program, Surface Transportation Program, Illinois Transportation Enhancement Program, Hazard Elimination Fund, and motor fuel taxes; City of Chicago, including the General Obligation (G-O) Bond and Aldermanic Menu programs.



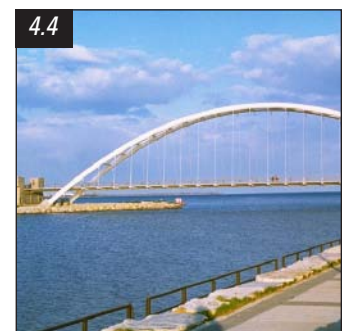
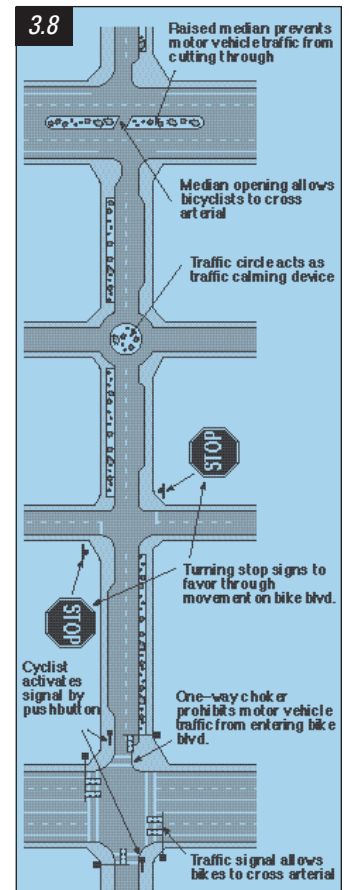
### OBJECTIVE FOUR: Establish bikeways to priority destinations.

#### Strategies:

- 4.1. **Establish bikeways to elementary schools, high schools, colleges, and universities.** Identify safe, convenient routes and the priority destinations. Establish bike lanes wherever appropriate.
  - 4.1.1. Performance Measures: Identify priority locations for new or improved bikeways in 2006. Establish bikeways to 25 – 50 educational institutions by 2007, and to an additional 10 – 20 by 2010.
- 4.2. **Connect bikeways to adjoining municipalities.** Work with adjoining municipalities to establish seamless connections to their bikeways, so that there are continuous and clearer connections.
  - 4.2.1. Performance Measure: Connect bikeways to 5 adjoining municipalities by 2007.
- 4.3. **Establish or enhance existing bikeways to transit stations.** On-street bikeways currently serve 47 of the 124 CTA stations in Chicago and 22 of the 76 Metra stations. Identify priority stations to serve and safe, convenient routes. Establish bike lanes where appropriate. Develop a Bike to CTA and Bike to Metra signage program.
  - 4.3.1. Performance Measures: Establish new or enhanced bikeways to 10 – 20 transit stations by 2008 and to an additional 10 – 20 transit stations by 2015.
  - 4.3.2. Best Practice: State of Maryland, Maryland Transit Administration, Access 2000
- 4.4. **Identify the locations for new crossings over the Chicago River, Calumet River, North Shore Channel, and Sanitary and Ship Canal.** Waterways can be barriers to bicycling, requiring cyclists to use arterial roads with higher traffic volumes and speeds. Consider using de-commissioned bridges, to reduce costs.
  - 4.4.1. Performance Measures: Identify 2 – 3 priority crossings and prepare cost estimates by 2007.
- 4.5. **Establish bikeways to and within the Loop.** Identify safe, convenient routes for north-south and east-west access to and through the Loop.
  - 4.5.1. Performance Measure: Establish 2 north-south bikeways and 4 east-west bikeways to and within the Loop by 2010.
- 4.6. **Improve access to the Lakefront Trail and other popular trails.**
  - 4.6.1. Performance Measure: Create or upgrade 5 – 10 access points by 2015.

#### Possible Funding:

Federal and state transportation programs including the Congestion Mitigation and Air Quality Improvement Program, Surface Transportation Program, Illinois Transportation Enhancement Program, Hazard Elimination Fund, and motor fuel taxes; Federal Transit Administration; Illinois Department of Transportation; Cook County Highway Department; Chicago Transit Authority; Metra; Chicago Department of Transportation.





### OBJECTIVE FIVE:

Help current and potential bicyclists choose safe, convenient routes.

#### Strategies:

- 5.1. **Develop and widely distribute a new Lakefront Trail map.** The Lakefront Trail is the most popular bikeway in Chicago. A trail map is a cost-effective way to help bicyclists and other trail users select the best routes and promote trail safety. A map of the trail is not readily available, however. Seek private sector sponsorship in order to reduce costs.
  - 5.1.1. Performance Measure: Publish a minimum of 50,000 copies of a Lakefront Trail map per year, beginning in 2007.
  - 5.1.2. Best Practice: Chicago, IL; *Chicago Bike Map*
- 5.2. **Collect data to identify popular bikeways and the impact of Bike 2015 Plan strategies.** Data needs include bike counts on roads and trails, counts before and after a bikeway is constructed, and surveys to determine what facilities would have the greatest use.
  - 5.2.1. Performance Measure: Collect appropriate data on an annual basis, beginning in 2007.
- 5.3. **Provide detour routes and signage.** Maintain bicycle access whenever a bikeway is closed or disrupted for a significant period. Provide advance warnings and a safe detour route.
  - 5.3.1. Performance Measure: Develop and implement standards for detours on streets with bikeways by 2007.
  - 5.3.2. Best Practices: Denver, CO; Corvallis, OR; Chicago, IL, South Lake Shore Drive reconstruction
- 5.4. **Provide interactive online mapping to enable bicyclists to develop personalized maps.** Enhance the Bicycle Program's Web site to enable bicyclists to input the addresses of their origin and destination and receive detailed maps, much like motorists can get. Bicyclists would easily find out what bikeways are available within the specified area and be able to print customized maps.
  - 5.4.1. Performance Measure: Add an interactive online mapping feature to the Bicycle Program's Web site by 2007.
  - 5.4.2. Best Practices: Mobile Source Air Pollution Reduction Review Committee (MSRC), Los Angeles, CA, Bike Metro; Metropolitan Transportation Commission, San Francisco Bay Area, CA, 511 BikeMapper; Washington Area Bicyclist Association, Bicycle Commuter Assistance Program
- 5.5. **Install bicycle information boards at critical junctures in the bikeway network to provide bicyclists detailed route information.** If successful, expand initiative.
  - 5.5.1. Performance Measure: Install 5 – 10 bicycle information boards by 2009.
  - 5.5.2. Best Practice: Vancouver, B.C.



#### Possible Funding:

Federal and state transportation programs including the Congestion Mitigation and Air Quality Improvement Program, Surface Transportation Program, and federal traffic safety (Section 402) funds; City of Chicago; Chicago Park District; private sector.



### OBJECTIVE SIX:

Prioritize ongoing maintenance and repair of the bikeway network.

#### Strategies:

- 6.1. **Maintain bike lanes in excellent condition.** Proper maintenance of bike lanes is an important consideration in people's decision to bicycle and a key factor in bicycle safety. Ensure safety through enhanced maintenance, including regular inspections, replacing worn pavement markings and bike symbols, replacing damaged signs, sweeping away debris, repaving streets, and repairing potholes.

6.1.1. Performance Measures: Inspect the bike lane network 3 – 4 times per year, issuing work orders to address maintenance issues, beginning in 2006. Sweep streets with bike lanes at the same frequency as the sweeping of arterial streets, beginning in 2006.

6.1.2. Best Practice: Boulder, CO

- 6.2. **Ensure prompt repair of pavement cuts on streets with bikeways.** Pavement cuts can cause bicyclists to lose control, resulting in accidents and injuries. Require private contractors and utility companies that damage bikeways to repair them immediately to a specified standard. Where necessary, require non-skid plates with beveled edges or edges built up with asphalt. Place plates to cover the pavement cut with minimum gap openings (to prevent catching bicycle tires) and with proper securing so that motorized vehicles cannot knock the plates loose.

6.2.1. Performance Measures: Bikeways repaired to a designated standard within 4 weeks of pavement cuts.

- 6.3. **Upgrade the on-street bikeway network on a regular basis.** Opportunities exist to establish continuous bikeways by narrowing or, where appropriate, removing travel lanes, and upgrading older bike lanes to current standards. Identify and fill in gaps in the network, to provide continuous routes. Where possible, extend bike lanes to intersections.

6.3.1. Performance Measure: Upgrade 10 – 25 locations per year, beginning in 2006.

6.3.2. Best Practice: York, England

- 6.4. **Identify and immediately replace grates that trap bicycle wheels.** Sewer grates currently installed in Chicago are “bicycle friendly.” Some existing grates are dangerous, however. Place new and replacement grates outside the bikeway, where possible.

6.4.1. Performance Measure: Establish and implement procedures in 2006 to identify dangerous grates and have them replaced as soon as possible.

6.4.2. Best Practices: San Francisco, CA; Calgary, AB

- 6.5. **Retrofit metal grate bridges to make them safer for bicycling.** Grooves on some metal grate bridges can cause bicycle tires to pull, creating a “channeling effect,” making bicycling uncomfortable, even dangerous. Also, under wet conditions, the metal grates can become slippery, especially for narrow bicycle tires.

6.5.1. Performance Measures: Retrofit 5 – 10 priority metal grate bridges by 2010. Ensure that the remaining bridges on bikeways identified in the *Streets for Cycling Plan* are bicycle-friendly by 2015.

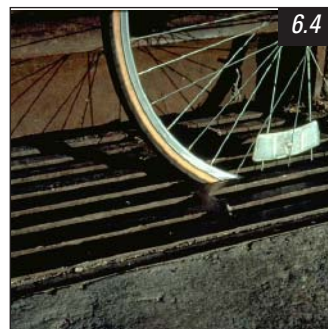
6.5.2. Best Practice: Chicago, IL

#### Possible Funding:

Federal and state transportation programs including the Congestion Mitigation and Air Quality Improvement Program, Surface Transportation Program, Illinois Transportation Enhancement Program, and Hazard Elimination Fund; Illinois Department of Transportation; Cook County Highway Department; Chicago Department of Transportation; Streets and Sanitation Department; Department of Water Management; Chicago Park District; utility companies; developers; private contractors.

#### REFERENCES:

- 1 Wilbur Smith Associates with Applied Real Estate Analysis (AREA) and Resource Systems Group (RSG). (2005). *Chicago Bicycling Survey*.
- 2 Nelson, Arthur C. and David Allen, (1997). If You Build Them, Commuters Will Use Them. *Transportation Research Record 1578*, pp. 79-83.
- 3 Anne Vernez Moudon, et al. (Jan. 9-13, 2005). Bicycling and the Built Environment, *Transportation Research Board 84th Annual Meeting*.
- 4 City of Portland, Office of Transportation. (July 1999). *Portland's Blue Bike Lanes*. (n.p.)








1.1



1.4

## CHAPTER 2

# Bicycle-friendly Streets

**GOAL:**

*Make all of Chicago's streets safe and convenient for bicycling.*

**PERFORMANCE MEASURE:**

*Bicyclists' needs considered in every Chicago roadway project by 2010.*

While bicycling is permitted on all streets in Chicago (except expressways) many factors discourage bicycle use, including narrow travel lanes, congested roads, and uneven pavement. This chapter identifies ways to make Chicago's streets more bicycle-friendly.

Accommodating bicycling in roadway projects (Objective 1) helps ensure that bikeways are incorporated as part of the roadway engineering design and construction, expanding the bikeway network at minimal additional cost. Special attention should be given to bicycling whenever bridges, underpasses, intersections, and expressways are constructed or improved so that these facilities do not become significant barriers to bicycling.

All streets, including streets outside the bikeway network, should be safe and comfortable for bicycling (Objective 2). Popular streets for bicycling are recommended to be improved. Many people are afraid to bicycle on Chicago's streets due to intimidating car traffic. Installing special signage and changing the design of a street can force cars to drive slower and create conditions which will encourage more people to bicycle more often.

**OBJECTIVE ONE:**

**Accommodate bicycling in every city, county, and state road construction, resurfacing, streetscape, and traffic calming project.**

**Strategies:**

- 1.1. **Ensure that new and refurbished bridges and underpasses are safe for bicycling.** Bridges and underpasses provide critical links for bicycling. It is therefore especially important that they are well designed, with safe surfaces and adequate accommodation for cycling as required by federal law.<sup>1</sup> (Refer to Chapter 1: Bikeway Network; Strategy 6.5.) Wherever possible, bike lanes should be included, particularly along streets identified in the *Streets for Cycling Plan*. Often bike lanes can be established by realigning travel lanes, removing a lane, and/or narrowing the median.
  - 1.1.1. Performance Measures: Monitor city, county, and state bridge and underpass construction projects to ensure that adequate accommodation for bicyclists is provided, beginning in 2005. Develop design standards by 2007; arrange city, county, and state approval and use by 2008.
  - 1.1.2. Best Practices: Toronto, ON; Broward County, FL; Boulder, CO; Portland, OR; Milwaukee, WI
- 1.2. **Routinely consider establishing bikeways during the planning and engineering design of roadways.** Expand the focus of the *Bike Lane Design Guide* so that it becomes a

bikeway design guide for roadway engineers, to ensure that bikeways are designed and built to appropriate standards. Develop roadway planning procedures to ensure that bikeways are routinely established as part of roadway construction projects.

1.2.1. Performance Measures: Prepare a *Bikeway Design Manual* by 2007; arrange city, county and state approval and use by 2008. Develop roadway planning procedures by 2008.

1.2.2. Best Practices: Tucson, AZ; Pima County, AZ; San Francisco, CA; Oregon Department of Transportation; Washington, D.C.

- 1.3. **Make new and reconstructed intersections bicycle-friendly wherever possible, to reduce the higher incidence of bicycle crashes at or near intersections.** Bicycle-friendly intersections should have appropriate lane widths, pavement markings, and adequate signal time for bicyclists to cross safely. Where appropriate, include bike lanes and/or new demand actuated traffic signals that detect bicycles.

1.3.1. Performance Measures: Develop bicycle-friendly intersection design standards by 2007; arrange city, county and state approval and use by 2008.

1.3.2. Best Practice: Corvallis, OR

- 1.4. **Provide through bicycle access whenever building new streets, planned developments, cul-de-sacs, and traffic calming projects.** Measures to redirect or reduce vehicular traffic should not discourage bicycling. Coordinate with efforts to establish bike boulevards (refer to Chapter 1: Bikeway Network; Strategy 3.8.).

1.4.1. Performance Measures: Develop bicycle access standards by 2007. Arrange city approval and use by 2008.

1.4.2. Best Practices: Portland, OR; Oak Park, IL

- 1.5. **Ensure that roadway construction zones are bicycle-friendly.** Roadwork, including pavement cuts and temporary steel plates over road cuts, can cause bicyclists to fall or skid. The solution is to install temporary steel plates that are skid-proof and flush with the surrounding pavement. Restore pavement surfaces and markings, particularly along designated bikeways, to their original condition as soon as possible.

1.5.1. Performance Measure: Adopt and apply bicycle-friendly road construction standards by 2007.

1.5.2. Best Practices: New York, NY; San Francisco, CA

#### Possible Funding:

Federal and state transportation programs including the Congestion Mitigation and Air Quality Improvement Program, Surface Transportation Program, Illinois Transportation Enhancement Program, and Hazard Elimination Fund; Illinois Department of Transportation; Cook County Highway Department; Chicago Department of Transportation; Department of Water Management. Note the cost savings which result from including bicycle facilities as part of larger transportation projects instead of establishing them through smaller, stand-alone projects.



#### OBJECTIVE TWO:

**Increase bicyclist safety and comfort on streets outside the bikeway network.**

#### Strategy:

- 2.1. **Implement measures on selected roads with bikeways to reduce speeding and encourage bicycle use.** Fast driving is dangerous and discourages people from bicycling. Potential improvements include, where appropriate, curb extensions, striping, planted medians, textured crosswalks and gateway treatments. All improvements should accommodate emergency, snow removal, and mass transit vehicles.

2.1.1. Performance Measure: Test measures at 5 – 10 locations by 2015.

2.1.2. Best Practices: Portland, OR; Vancouver, WA

#### Possible Funding:

Federal and state transportation programs including the Congestion Mitigation and Air Quality Improvement Program, Surface Transportation Program, Illinois Transportation Enhancement Program, and Hazard Elimination Fund; Chicago Department of Transportation.

#### REFERENCE:

1 Safe, Accountable, Flexible, Efficient Transportation Equity Act for the 21st Century. Title I, August 2005.

## OBJECTIVES

1. Accommodate bicycling in every city, county, and state road construction, resurfacing, streetscape, and traffic calming project.
2. Increase bicyclist safety and comfort on streets outside the bikeway network.






## CHAPTER 3 Bike Parking

### GOAL:

*Provide convenient and secure short-term and long-term bike parking throughout Chicago.*

### PERFORMANCE MEASURES:

*Install 5,000 bike racks and 1,000 long-term bike parking spaces installed by 2015.*

Providing convenient, secure places to park is an inexpensive and effective way to encourage bicycling. This chapter identifies five objectives designed to increase the availability of short-term (less than two hours) and long-term (e.g., indoor) bike parking throughout Chicago.

Expanding the Chicago Department of Transportation's bike parking program (Objective 1) involves partnering with universities, hospitals, and other institutions to install bike parking on their properties. Another strategy is to help establish bike parking inside office buildings, since this is a key way to encourage people to bicycle to work.

Installing bike parking with new development and construction (Objective 2) will significantly increase the number of bike parking spaces, at minimal cost to the city. Providing bike parking at train stations (Objective 3) will encourage bicycling *and* increase transit ridership.

Providing bike parking at large events and sports facilities (Objective 4) encourages people to bicycle to these venues. Strategies include providing valet bike parking at large events, such as the Chicago Jazz Festival and the Chicago Air and Water Show, and establishing indoor or sheltered bike parking at large sports facilities.

Encouraging bike storage at multi-family residential buildings (Objective 5) involves establishing indoor bike parking and outdoor bike parking sheds for long-term bike parking.







### OBJECTIVE ONE:

#### Expand the Chicago Department of Transportation's bike parking program.

#### Strategies:

- 1.1. **Continue installing outdoor (short-term) bike racks.** Between 1993 and 2004, Chicago installed 10,000 bike racks on public property, more than any other city in the United States. The city should continue this popular program but at a slower pace, given the number of bike racks now available.
  - 1.1.1. Performance Measure: Install between 400 – 500 bike racks per year, beginning in 2005.
  - 1.1.2. Best Practice: Chicago, IL
- 1.2. **Install bike parking inside office buildings.** Providing indoor bike parking is one of the most effective ways to encourage people to bicycle to work. Less than 250 office buildings in Chicago currently provide indoor bike parking, however. Indoor bike parking can often be established with minimal effort and expense. Partner with the Building Owners and Managers Association (BOMA) and other appropriate organizations to publicize this service.
  - 1.2.1. Performance Measures: Provide free consulting services to encourage the installation of indoor bike parking at 15 – 25 buildings per year, beginning in 2005.
- 1.3. **Provide long-term bike parking for employees at buildings owned by the City of Chicago and its sister agencies.** If successful, expand and improve initiative.
  - 1.3.1. Performance Measure: Pilot long-term bike parking in 5 – 10 buildings owned by the City of Chicago and its sister agencies in 2006.
  - 1.3.2. Best Practice: San Francisco, CA
- 1.4. **Partner with public institutions (e.g., universities, hospitals) to install short and long-term bike parking on their properties.** Providing bike parking for employees, visitors, and students encourages bicycling, increasing the overall parking capacity of these institutions at minimal cost.
  - 1.4.1. Performance Measure: Partner with 3 – 5 public institutions per year, beginning in 2006.
- 1.5. **Encourage installation of bike parking at retail locations.** Shopping centers and other retail outlets often have insufficient bike parking. Whatever bike parking is provided is often inconveniently located and/or poorly designed, further discouraging use. Providing bike parking is an inexpensive way to encourage people to shop by bike, increasing overall parking capacity at minimal cost.
  - 1.5.1. Performance Measures: Encourage 10 existing shopping centers to provide adequate bike parking by 2007, and an additional 25 – 50 existing shopping centers by 2010.
- 1.6. **Place stickers on selected parking meters to advise bicyclists that they are appropriate locations for bike parking.**
  - 1.6.1. Performance Measure: Attach stickers to 100 – 200 parking meters per year, beginning in 2007.
- 1.7. **Install shelters to protect parked bicycles from inclement weather.** Offset costs through advertising, much like the Chicago Transit Authority's bus shelter program. If successful, expand initiative.
  - 1.7.1. Performance Measure: Install bike parking shelters at 3 – 5 locations by 2015.
  - 1.7.2. Best Practices: Corvallis, OR; Ottawa, ON

#### Possible Funding:

Federal and state transportation programs including the Congestion Mitigation and Air Quality Improvement Program and Surface Transportation Program; Chicago Department of Transportation; Public Building Commission; Department of General Services; Department of Revenue; Building Owners and Managers Association; buildings owners and managers; private sector; public institutions.

## OBJECTIVES

1. *Expand the Chicago Department of Transportation's bike parking program.*
2. *Install bike parking with new development and construction.*
3. *Provide bike parking at train stations. (See Chapter 4: Transit; Objective 4)*
4. *Provide bike parking at large events and sports facilities.*
5. *Encourage bike storage facilities at existing multi-family residential buildings.*





## OBJECTIVE TWO:

Install bike parking with new development and construction.

### Strategies:

- 2.1. **Enforce the bike parking requirements of Chicago's zoning ordinance.** Short-term bike parking is now required with the development of commercial, office, multi-family residential, and institutional buildings; planned developments; and some commercial parking garages.
  - 2.1.1. Performance Measures: Prepare permitting guidelines, train appropriate staff to enforce the bike parking provisions of Chicago's zoning ordinance, and publicize the advantages of bike parking when issuing appropriate building permits, beginning in 2006. Make minor changes to City's permit tracking database to provide accurate information regarding the number of bike parking spaces provided yearly in conjunction with new construction and renovation building permits. Submit an annual report to the Mayor's Bicycle Advisory Council on the successes and challenges in enforcing these regulations, beginning in 2006.
  - 2.1.2. Best Practice: Vancouver, B.C.
- 2.2. **Reinstall bike racks removed for sidewalk reconstruction.** Reinstalling bike racks immediately after sidewalk reconstruction ensures that they are not discarded or stolen.
  - 2.2.1. Performance Measures: Require bike rack reinstallation as a condition of construction permits and arrange for this requirement to be enforced, beginning in 2006.
- 2.3. **Provide bike parking in appropriate city, county and state transportation projects.**
  - 2.3.1. Performance Measures: Prepare guidelines for appropriate city, county and state agencies in 2006. Review the plans of streetscape, transit and other appropriate transportation projects once or twice a year to ensure that bike parking is provided, beginning in 2006.
  - 2.3.2. Best Practice: Ottawa, ON
- 2.4. **Continue replacing bike parking lost when parking meters are removed for "pay and display" parking.** Parking meters are often used for parking bicycles. With their removal, provide bike parking at appropriate locations.
  - 2.4.1. Performance Measures: Determine where to provide replacement bike parking at least two months before removing parking meters. Install bike parking before or within two weeks of the removal of the parking meters.
  - 2.4.2. Best Practices: Toronto, ON; Chicago, IL
- 2.5. **Consider expanding the bike parking requirements of Chicago's zoning ordinance to provide indoor bike parking, showers, and changing areas with the development of appropriate land uses.**
  - 2.5.1. Performance Measure: Determine appropriate changes to Chicago's zoning ordinance by 2007, including the appropriateness of bonus provisions.
  - 2.5.2. Best Practices: San Francisco, CA; Cambridge, MA; Vancouver, B.C.



## OBJECTIVE THREE:

Provide bike parking at train stations. (See Chapter 4: Transit; Objective 4)

### Possible Funding:

Federal transportation programs including the Congestion Mitigation and Air Quality Improvement Program and the Surface Transportation Program; Cook County Highway Department; Illinois Department of Transportation; Public Building Commission; Chicago Department of Transportation; Department of Planning and Development; Department of Zoning; Department of Construction and Permits; Department of Revenue; private developers; building owners.



#### OBJECTIVE FOUR:

Provide bike parking at large events and sports facilities.

##### Strategies:

- 4.1. **Provide and publicize attended bike parking at large events and festivals.** Attended or “valet” parking for bicycles, especially if free, encourages people to bicycle to the event rather than drive, thereby reducing traffic congestion and demand for automobile parking. Encourage private sector sponsorship and community operation of this service.
  - 4.1.1. Performance Measures: Provide attended bike parking at Chicago’s 10 – 25 largest events and festivals per year, beginning in 2006. Publicize in event/festival brochures and media releases.
  - 4.1.2. Best Practices: San Francisco, CA; Stanford University, Palo Alto, CA; Chicago, IL
- 4.2. **Establish indoor or sheltered bike parking at large sports facilities.** Encouraging people to bicycle to sports events (e.g., baseball games) rather than drive reduces traffic congestion and the need for automobile parking.
  - 4.2.1. Performance Measure: Establish bike parking at 5 – 10 large sports facilities by 2010.
  - 4.2.2. Best Practices: Denver, CO; Victoria, B.C.

##### Possible Funding:

Federal transportation programs including the Congestion Mitigation and Air Quality Improvement Program and the Surface Transportation Program; Chicago Department of Transportation; Chicago Park District; Mayor’s Office of Special Events; event managers; sports facility operators; Cubs Fund; private sector.



#### OBJECTIVE FIVE:

Encourage bike storage facilities at existing multi-family residential buildings.

##### Strategies:

- 5.1. **Encourage the installation of convenient and secure bike parking inside multi-family residential buildings.** Bicycle use is often discouraged in multi-family buildings because residents must carry their bicycles up stairs or store them in inconvenient locations (e.g., balconies).
  - 5.1.1. Performance Measures: Post guidelines on the Bicycle Program’s Web site by 2007; distribute to developers, building managers, and condominium associations, beginning in 2007.
  - 5.1.2. Best Practice: Paris, France
- 5.2. **Encourage construction of bike parking sheds to provide convenient and secure places for long-term parking.** Prefabricated sheds that store up to 12 bicycles are available. Installation (e.g., in parking lots) is usually simple and inexpensive. If successful, expand initiative.
  - 5.2.1. Performance Measure: Construct 3 – 5 bike parking sheds by 2008.
  - 5.2.2. Best Practices: Ann Arbor, MI; Shanghai, China

##### Possible Funding:

Building developers, owners and managers; condominium associations.







## BIKE 2015 PLAN

## CHAPTER 4 Transit

### **GOAL:**

*Provide convenient connections between bicycling and transit.*

### **PERFORMANCE MEASURE:**

*Increase the number of bike-transit trips by 10 percent per year.*

Bicycling and public transportation are each alternatives to the private automobile. For many people, however, neither form of transportation can compete with the automobile's travel range, flexibility, and speed. But when bicycling and public transit trips are combined, they can be as convenient as car trips, and are often quicker and more relaxing, without the automobile's environmental impacts. This chapter identifies five objectives designed to improve bicyclists' access to transit.

Improving bicycle access to Chicago Transit Authority (CTA) stations and trains (Objective 1) will encourage bicycling and increase transit use. Key strategies include designating a person to coordinate implementation of the recommended CTA strategies; considering bicyclists' needs in the planning, design, and operation of CTA's trains and stations; and providing more capacity and storage options on CTA trains.

Permitting bicycles on Metra trains (Objective 2) on a year-round basis would significantly expand bicyclists' travel options and range. Bike racks on CTA and Pace buses (Objective 3) have greatly expanded bicyclists' mobility; widely publicizing these programs will increase usage.

Providing secure bike parking at train stations (Objective 4) is a low-cost, effective way to encourage bike-transit use and helps reduce the demand for automobile parking, pick-up, and drop-off. A key strategy is to establish another bicycle station, with secure bike parking, showers and/or changing facilities, lockers, and bicycle rental and repair.

Marketing the bike-transit connection (Objective 5) – informing the public of the services available and providing incentives – is an inexpensive, effective way to encourage this combined use.





### OBJECTIVE ONE:

#### Improve bicycle access to CTA stations and trains.

#### Strategies:

- 1.1. **Assign coordination of the CTA strategies recommended in this chapter to a specific position at the CTA.**
  - 1.1.1. Performance Measures: Designate the position in 2005. Submit an annual report to the Mayor's Bicycle Advisory Council on the implementation of the CTA's strategies identified in this chapter, beginning in 2005.
  - 1.1.2. Best Practices: Vancouver, B.C., TransLink; King County, WA, Metro Transit
- 1.2. **Lower the minimum permitted age for passengers with bicycles to board CTA trains and buses.** Currently customers 12 through 17 years old must be accompanied by an adult. Lowering the age of unsupervised access will enable adolescents, who need more transportation options, to combine transit and bicycle use.
  - 1.2.1. Performance Measure: Lower the minimum permitted age for passengers with bicycles to 14 by 2006.
  - 1.2.2. Best Practices: San Francisco Bay Area, CA, BART; Philadelphia, PA, SEPTA
- 1.3. **Instruct CTA station attendants to provide clear directions and timely assistance to bicyclists.**
  - 1.3.1. Performance Measure: Incorporate a bike-transit module in new employee training by 2007.
- 1.4. **Provide bicycle access in the planning, design, and operation of new and refurbished CTA stations and trains.** Integrate bicycle accommodations into the planning for new transit facilities. Ensure that bicycle access does not interfere with other passengers' convenience or safety, particularly for the disabled and elderly.
  - 1.4.1. Performance Measures: Prepare planning, design, and operational guidelines on providing bicycle access to CTA stations and trains by 2007. Widely distribute to appropriate staff and consultants.
  - 1.4.2. Best Practice: Portland, OR, TriMet
- 1.5. **Post signs publicizing the bike-transit connection.** Show the best routes to bicycle to the station, where to park bikes, nearby bicycle shops, popular destinations, and how to bring bicycles on trains. Begin with stations with the greatest potential for bike-transit use.
  - 1.5.1. Performance Measures: Install signs at 10 – 25 stations by 2008 and at 25 – 50 additional stations by 2015.
- 1.6. **Increase the number of bicycles that can be stored on CTA trains.** Test wall-mounted racks and other bicycle retention devices. Investigate replacing fixed seats with folding seats and installing passenger handholds. If successful, expand initiative.
  - 1.6.1. Performance Measure: Test 3 to 5 methods for bicycle storage in CTA trains by 2008.
  - 1.6.2. Best Practices: San Jose, CA, VTA; Portland, OR, TriMet; Copenhagen, Denmark

#### Possible Funding:

Federal transportation programs including the Congestion Mitigation and Air Quality Improvement Program, Surface Transportation Program, and Illinois Transportation Enhancement Program; Federal Transit Administration; Regional Transportation Authority; CTA; chambers of commerce.

## OBJECTIVES

1. *Improve bicycle access to CTA stations and trains.*
2. *Encourage Metra to improve bicycle access to their stations and trains.*
3. *Ensure that all CTA and Pace buses have functional bike racks.*
4. *Provide bike parking at train stations.*
5. *Market and promote the bike-transit connection.*



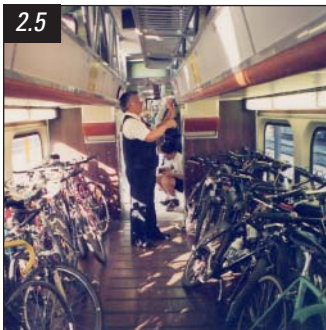


### OBJECTIVE TWO:

Encourage Metra to improve bicycle access to their stations and trains.

#### Strategies:

- 2.1. **Encourage Metra to permit bicycles on their trains on a year-round basis.** Metra currently permits bicycles on their trains between June and October. Permitting bicycles on Metra trains on a year-round basis would significantly expand bicyclists' travel options and range.
  - 2.1.1. Performance Measure: Encourage Metra to allow bicycles on their trains on a year-round basis, beginning in 2006.
  - 2.1.2. Best Practices: State of California, Caltrain; Philadelphia, PA, SEPTA
- 2.2. **Encourage Metra to provide bicycle access in the planning, design, and operation of new and refurbished stations and trains.** Bicycle accommodations should be integrated into the planning for new transit facilities. Bicycle access should not interfere with other passengers' convenience or safety, particularly for the disabled and elderly.
  - 2.2.1. Performance Measure: Encourage Metra to prepare planning, design, and operational guidelines on providing bicycle access to their stations and trains by 2007.
  - 2.2.2. Best Practice: Portland, OR, TriMet
- 2.3. **Encourage Metra to provide convenient bicycle access and storage on new and refurbished trains.**
  - 2.3.1. Performance Measure: Encourage Metra to develop and implement planning, engineering, and operational guidelines for accommodating bicycles on new and refurbished Metra trains by 2007.
  - 2.3.2. Best Practices: State of California, Caltrain; State of New Jersey, NJ TRANSIT
- 2.4. **Encourage the posting of signs publicizing the bike-transit connection.** Show the best routes to bicycle to the station, where to park bikes, nearby bicycle shops, popular destinations, and how to bring bicycles on trains. Begin with stations with the greatest potential for bike-transit use.
  - 2.4.1. Performance Measure: Encourage Metra to install signs at 10 – 20 stations by 2008.
- 2.5. **Encourage Metra to increase the number of bicycles that can be stored on their trains.** Test wall-mounted racks and other bicycle retention devices. Investigate replacing fixed seats with folding seats and installing passenger handholds. If successful, expand initiative.
  - 2.5.1. Performance Measure: Encourage Metra to test 3 – 5 methods for bicycle storage in their trains by 2009.
  - 2.5.2. Best Practices: San Jose, CA, VTA; Portland, OR, TriMet; Copenhagen, Denmark



#### Possible Funding:

Federal transportation programs including the Congestion Mitigation and Air Quality Improvement Program and Surface Transportation Program; Federal Transit Administration; Regional Transportation Authority; Metra; chambers of commerce.



### OBJECTIVE THREE:

Ensure that all CTA and Pace buses have functional bike racks.

#### Strategy:

- 3.1. **Continue equipping all CTA and Pace buses with bike racks and immediately repairing or replacing damaged racks.** Providing bike racks on buses attracts new passengers and expands the transit service area. CTA and Pace buses are equipped with front-mounted bike racks, enabling cyclists to easily load their bike on the bus and continue their ride on the bus.
  - 3.1.1. Performance Measures: Equip all new buses with bike racks; repair or replace damaged bike racks immediately.



## 3.1.2. Best Practices: Chicago, IL, CTA and Pace

**Possible Funding:**

CTA; Pace.


**OBJECTIVE FOUR:**  
 Provide bike parking at train stations.
**Strategies:**

- 4.1. **Continue installing bike racks outside train stations.** Bike parking is available at 110 of the 124 CTA stations in Chicago and 50 of the 76 Metra stations. Wherever possible, bike parking should be covered, illuminated, and in highly visible locations, to encourage use and reduce the likelihood of bike theft.
  - 4.1.1. Performance Measure: Improve bike parking outside 5 – 10 stations per year, beginning in 2006. Bike racks installed outside every CTA and Metra station in Chicago by 2007.
  - 4.1.2. Best Practice: Chicago, IL, CTA
- 4.2. **Continue installing bike racks inside existing train stations.** Install bike parking inside every CTA station to provide weather protection and greater security, space permitting. Indoor bike parking is currently available at 66 CTA stations in Chicago (more than any other transit agency in the United States).
  - 4.2.1. Performance Measure: Install bike racks inside an additional 10 – 25 CTA stations by 2007.
  - 4.2.2. Best Practice: Chicago, IL, CTA
- 4.3. **Test the viability of long-term bike parking at train stations.** If successful, expand initiative.
  - 4.3.1. Performance Measure: Test 3 – 5 long-term bike parking options, including lockers, by 2007.
  - 4.3.2. Best Practices: Portland, OR, TriMet; San Jose, CA, VTA; Vancouver, B.C., TransLink
- 4.4. **Consider providing indoor bike parking during the planning, design, and construction of new and reconstructed train stations.** Provide indoor bike parking for a minimum of five bicycles per station, where possible.
  - 4.4.1. Performance Measures: CTA, Metra and the Chicago Department of Transportation develop and apply guidelines for providing indoor bike parking in new and reconstructed train stations by 2007. Widely distribute to appropriate staff and consultants, beginning in 2007.
  - 4.4.2. Best Practice: Chicago, IL, CTA
- 4.5. **Maintain bicycle access during train station remodeling and reconstruction.** Provide advance notice and directional signage for bicyclists.
  - 4.5.1. Performance Measure: Develop and implement a policy for maintaining bicycle access during train station construction by 2007.
- 4.6. **Provide bike parking whenever park-and-ride facilities are established or expanded.** Encouraging bicycle use may reduce project costs since fewer spaces for automobile parking would be required.
  - 4.6.1. Performance Measure: Install bike parking whenever park-and-ride facilities are established or expanded, beginning in 2007.
  - 4.6.2. Best Practices: King County, WA, Metro Transit; San Diego, CA, Ridelink
- 4.7. **Post signs at train stations publicizing the availability of bike parking.**
  - 4.7.1. Performance Measure: Install signs at 10 – 25 stations with bike parking by 2007 and at 25 – 50 additional stations by 2015.
  - 4.7.2. Best Practice: Washington, D.C., Metrorail
- 4.8. **Establish another bicycle station.** The Millennium Park Bicycle Station is very successful, encouraging thousands of bicycle trips annually. Establish the bicycle station at a popular train sta-



4.2



4.3



4.7

tion, such as the Ogilvie Transportation Center, to encourage bike-transit use. Prepare a feasibility study and a business plan to determine capacities, costs, and revenues. Potential services include day and overnight parking; showers and/or changing facilities; lockers; bicycle rentals; repairs; and sales.

4.8.1. Performance Measures: Complete feasibility study and business plan by 2007; complete bicycle station design by 2009; construct by 2010.

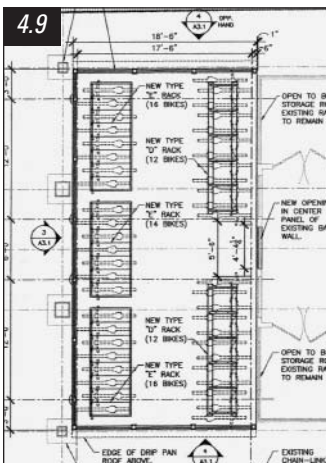
4.8.2. Best Practices: Berkeley, CA, Berkeley Bikestation; Long Beach, CA, Long Beach Commuter Bikestation; Seattle, WA, Seattle Bikestation

- 4.9. **Establish large bike parking areas at select CTA and Metra train stations.** Indoor or weather-protected bike parking will be established at four CTA stations in 2007. Prepare a feasibility study to determine the best locations to establish similar bike parking at three to five additional stations. Determine capacity and costs, using methodology established in the CTA/CDOT effort and the CTA's Bicycle Parking Design Guidelines. Develop designs that provide, at a minimum: secure bike parking, either inside the station or protected from the weather; convenient access; signage; and lighting.

4.9.1. Performance Measures: Complete feasibility study by 2007; complete designs for 3 – 5 bike parking areas by 2009; construct by 2010.

#### Possible Funding:

Federal transportation programs including the Congestion Mitigation and Air Quality Improvement Program and Surface Transportation Program; Federal Transit Administration; Regional Transportation Authority; CTA; Metra; Chicago Department of Transportation.



#### OBJECTIVE FIVE: Market and promote the bike-transit connection.

#### Strategies:

- 5.1. **Determine how to increase the number of people who combine bicycling and transit use.** Survey transit users to identify the barriers to and the opportunities for more bike-transit use.
  - 5.1.1. Performance Measures: Conduct annual customer surveys and user counts of the CTA's Bike & Ride program, beginning in 2006. Encourage Metra to conduct similar surveys and counts.
- 5.2. **Promote the bike-transit connection to increase usage.** Determine the best strategies, audiences, and messages. Identify and apply best practices from other cities. Possible practices include distributing special maps identifying recommended bikeways to train stations; identifying bike trail locations on the CTA's *Bus and Rail Map*; advertising in stations, on buses and trains; and video clips on the CTA and Pace Web sites demonstrating how to load and unload bicycles from bus racks.
  - 5.2.1. Performance Measures: Bike to transit marketing report completed in 2006. Implement major recommendations by 2008.
  - 5.2.2. Best Practice: Vancouver, B.C., TransLink
- 5.3. **Widely publicize the bike-transit option.** Publicize in CTA, Metra, Pace, RTA, Mayor's Office of Special Events, and Chicago Department of Transportation publications, press releases, maps, and Web sites. Publicize on event promotional materials.
  - 5.3.1. Performance Measures: Issue 1 – 2 press releases per year publicizing the bike-transit option, beginning in 2006. Add links to the Bicycle Program's Web site on the CTA, Metra, Pace, RTA, and Mayor's Office of Special Events Web sites in 2006.
- 5.4. **Feature a Bike to Transit Week during the annual Bike Chicago festival.** Stage events and provide incentives, to encourage bike-transit use.
  - 5.4.1. Performance Measure: Stage an annual Bike to Transit Week, beginning in 2006.
- 5.5. **Promote bike-transit use in existing transit incentive programs.**
  - 5.5.1. Performance Measure: Promote bike-transit use in the CTA's U-Pass, New Residents, and Transit Benefit programs, beginning in 2006.

5.5.2. Best Practice: San Mateo, CA

5.6. **Partner with the Safe Routes to School and Bike to Campus programs to encourage high school and university students to combine bicycle and transit trips.**

5.6.1. Performance Measure: Revise the Safe Routes to School and Bike to Campus programs to promote bike-transit use, beginning in 2007.

**Possible Funding:**

Federal transportation programs including the Congestion Mitigation and Air Quality Improvement Program and the Unified Work Program (UWP); Federal Transit Administration; Conserve by Bicycling Program; Regional Transportation Authority, including the Regional Technical Assistance Program; CTA; Metra; Pace; Mayor's Office of Special Events; Chicago Department of Transportation.




**BIKE  
2015  
PLAN**


1.1

## CHAPTER 5 Education

**GOAL:**

*Educate bicyclists, motorists, and the general public about bicycle safety and the benefits of bicycling.*

**PERFORMANCE MEASURE:**

*Educate 250,000 people per year about bicycle safety and the benefits of bicycling.*

Education is a key component to achieving the *Bike 2015 Plan*'s goals to increase the number of trips by bicycle and improve the safety of the bicycling environment. Many people think that bicycling in Chicago is dangerous. This concern keeps people from bicycling more, or at all. A key way to address this concern is through education, particularly through the six objectives identified in this chapter.

Educating motorists and bicyclists to share the road (Objective 1) will establish safer, more inviting streets for bicycling. Key strategies include expanding the Bicycling Ambassadors program to educate more bicyclists and motorists about responsible road use and training drivers of commercial vehicles to share the road with bicyclists.

Targeting particular audiences (Objective 2) is an effective way to provide people with the specific information they are interested in or need. Existing programs, particularly Safe Routes to School and the Junior Bicycling Ambassadors, should be expanded so that more people are reached.

Partnering with other agencies and organizations (Objective 3) will help deliver bicycle information more effectively and at a lower cost. For example, bicycle education should be integrated into school curricula and park programs, so that hundreds of thousands of Chicago youth learn to bicycle more frequently and safely. Partnering with media outlets and the private sector will further increase the reach of educational campaigns.

Training city staff and consultants to implement the *Bike 2015 Plan* (Objective 4) involves staging workshops to ensure that new projects meet Chicago's high standards for bicycle planning and engineering design.

Producing and distributing bicycle education material (Objective 5) will provide bicyclists the information needed to bicycle safely and comfortably. A key strategy is to expand the Bicycle Program's Web site, [www.ChicagoBikes.org](http://www.ChicagoBikes.org), to provide comprehensive information to potential and existing bicyclists.

Educating bicyclists how to prevent bicycle theft (Objective 6) is important, especially since Chicago has one of the highest rates for bicycle theft in the United States.<sup>1</sup> Providing bicyclists with information and resources to combat theft will reduce the number of thefts and the fear of theft which keeps many people from bicycling.



### **OBJECTIVE ONE:** Educate motorists and bicyclists to share the road.

#### **Strategies:**

- 1.1. **Expand the Bicycling Ambassadors program to educate more bicyclists and motorists about safe and responsible road use.** The Bicycling Ambassadors promote bicycling safety to all road users: bicyclists, motorists, and pedestrians. They appear at events year-round, especially between May and September. In 2005, the Ambassadors taught 32,000 people at 325 events.
  - 1.1.1. Performance Measures: Expand Bicycling Ambassador program staffing and scheduling so there is direct contact with 35,000 people per year in 2006 and 40,000 people by 2008.
  - 1.1.2. Best Practice: Toronto, ON, Cycling Ambassadors program
- 1.2. **Educate motorists to share the road with bicyclists.** Motor vehicles are involved in 90 to 92 percent of bicyclist deaths.<sup>2</sup> Target motorist behaviors that commonly endanger bicyclists, including failure to yield to bicyclists, speeding, passing too closely, and opening car doors into a bicyclist's path. Educate motorists on bicyclists' rights and responsibilities. Integrate more "Share the Road" material into driver education materials (refer to Strategy 3.3.). Coordinate with enforcement efforts (see Chapter 7: Law Enforcement and Crash Analysis; Strategy 3.3.).
  - 1.2.1. Performance Measures: Publicize motorist behaviors that commonly endanger bicyclists, beginning in 2007. Stage an annual "Share the Road" campaign, beginning in 2008.
  - 1.2.2. Best Practices: Toronto, ON, Pass Bikes Safely campaign; San Francisco, CA, Coexist campaign; Boulder, CO, Courtesy is Contagious campaign; Perth, Australia, Cycle Instead program
- 1.3. **Educate bicyclists how to ride safely and avoid injury.** Bicyclists often endanger themselves and others with unsafe behaviors and by disregarding traffic laws. Focus education on particularly dangerous behaviors, including speeding, failure to stop at red lights, and riding against traffic on busy streets. Coordinate with enforcement efforts (see Chapter 7: Law Enforcement and Crash Analysis; Strategy 3.4.).
  - 1.3.1. Performance Measure: Conduct an annual campaign, beginning in 2008, so that 75 percent of surveyed bicyclists can identify the campaign's message and at least 50 percent say that they will practice the advertised behaviors.
  - 1.3.2. Best Practices: Washington, D.C., Metropolitan Washington Council of Governments, Street Smart campaign; New York, NY, Transportation Alternatives, Give Respect/Get Respect campaign; Chicago, IL, Bicycling Ambassadors; Perth, Australia, Cycle Instead program
- 1.4. **Train drivers of commercial vehicles – including taxis, courier vehicles, CTA buses, and trucks – to share the road with bicyclists.** Commercial vehicles pose a greater risk of injury to bicyclists, given their more frequent use and, in the cases of buses and trucks, larger size.
  - 1.4.1. Performance Measures: Integrate bicycle safety components into taxi driver and other professional driver education programs by 2008. Reduce the rate of reported incidents and crashes between commercial vehicles and bicycles by 50 percent by 2010.
  - 1.4.2. Best Practices: Chicago, IL, Chicago Transit Authority; Province of Ontario, Ministry of Transportation; San Francisco Bicycle Coalition, CA

## **OBJECTIVES**

1. Educate motorists and bicyclists to share the road.
2. Deliver bicycle education programs and campaigns to target audiences.
3. Establish partnerships to deliver bicycle information more effectively and at a lower cost.
4. Train city staff and consultants to implement the Bike 2015 Plan.
5. Produce and distribute bicycle education material.
6. Reduce the incidence of bicycle theft through education and enforcement.
7. Determine the effectiveness of the education and marketing initiatives in this plan.



**Possible Funding:**

Federal and state transportation programs including the Surface Transportation Program, Illinois Transportation Enhancement Program, and federal traffic safety (Section 402) funds; National Highway Traffic Safety Administration; Federal Transit Administration; Illinois Department of Transportation; City of Chicago; Chicago Transit Authority; American Automobile Association Foundation for Traffic Safety; automotive industry; private sector.

**OBJECTIVE TWO:**

**Deliver bicycle education programs and campaigns to target audiences.**

**Strategies:**

2.1. **Expand the After School Matters bicycle program.** After School Matters trains teenagers at Chicago schools in various fields, providing employment skills. A very successful sixteen-week apprentice program training 25 students in bicycle repair and safety was established in 2005.

2.1.1. Performance Measure: Establish a second After School Matters bicycle program in 2006.

2.2. **Continue hiring graduates of the After School Matters bicycle program to teach bicycle safety at Chicago Park District summer camps.** Ten After School Matters graduates worked in 2005 as Junior Bicycling Ambassadors, teaching 10,000 children at 117 Chicago Park District summer camps about bicycle safety.

2.2.1. Performance Measures: Hire 15 – 25 graduates of the After School Matters bicycle program per summer, beginning in 2006. Provide bicycle safety education at one 150 Chicago Park District summer camps in 2006 (60 percent of the camps) so that 18,000 children learn bicycle safety skills. Increase to every Chicago Park District summer camp by 2008, so that 30,000 children learn bicycle safety skills.

2.3. **Stage a Share the Trail campaign to reduce the number and severity of conflicts between bicyclists and other trail users.** One-third of reported crashes occur on trails.<sup>3</sup> Establish Trail Ambassadors, based on the Bicycling Ambassadors model.

2.3.1. Performance Measures: Hire 10 graduates of the After School Matters bicycle program to be Trail Ambassadors during the summer, beginning in 2006. Conduct an annual Share the Trail campaign, beginning in 2006, so that 75 percent of surveyed bicyclists can identify the campaign's message and at least 50 percent say they will practice the advertised behaviors. Submit an annual report to the Mayor's Bicycle Advisory Council, with recommendations for the upcoming year, beginning in 2006.

2.3.2. Best Practices: Toronto, ON, Cycling Ambassadors program; New England Mountain Bike Association, Mountain Bike Patrol

2.4. **Expand the Safe Routes to School program so that elementary school students in Chicago have the skills to bicycle safely to school.** Bicycling to school is an excellent way to build regular physical activity into children's lives, especially important given the epidemic level of childhood obesity. In 2004, the Safe Routes to School program educated children at 20 Chicago Public Schools.

2.4.1. Performance Measures: Train students at 150 elementary schools per year by 2009, increasing to 500 elementary schools by 2015.

2.4.2. Best Practices: Marin County, CA; State of Texas; New York City Department of Transportation, NY, Safe Routes to School program; Philadelphia, PA, Bicycle Education Enhancement Program (BEEP)

**Possible Funding:**

Federal and state transportation programs including the Surface Transportation Program, Safe Routes to School Program, Illinois Transportation Enhancement Program, Hazard Elimination Fund, and federal traffic safety (Section 402) funds; City of Chicago; Chicago Public Schools; Chicago Park District; public health agencies; private foundations; private sector.







### OBJECTIVE THREE:

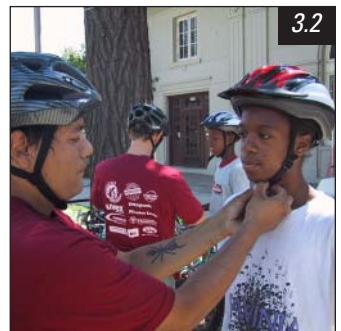
**Establish partnerships to deliver bicycle information more effectively and at a lower cost.**

#### Strategies:

- 3.1. **Partner with local media outlets to educate people about bicycling.** Large audiences can be reached through the media, with relatively little effort and cost. Refer to Strategies 1.2., 1.3., and 6.2. for themes.
  - 3.1.1. Performance Measure: Issue 3 – 5 press releases per year, beginning in 2005.
  - 3.1.2. Best Practices: Portland, OR, Decide to Ride campaign; Perth, Australia, Cycle Instead program
- 3.2. **Continue to support campaigns to increase bicycle helmet use.** Head injuries are the leading cause of bicycle-related deaths. Wearing bicycle helmets is the most effective way to reduce head injuries and deaths from bicycling. Encourage health care organizations, pediatricians, and bicycle retailers to promote bicycle helmets. Require city staff using bicycles during their workday to wear helmets.
  - 3.2.1. Performance Measure: Continue featuring a helmet sale during the annual Bike Chicago promotion.
  - 3.2.2. Best Practices: Spokane, WA, Head Smart campaign; Missoula, MT; Madison, WI
- 3.3. **Encourage the Secretary of State's Office to include more "Share the Road" content in their publications, curricula, examinations, and mailings.** This focus is important because the Secretary of State's Office is the primary source for motorists learning about sharing the road with bicyclists.
  - 3.3.1. Performance Measure: Request to include more "Share the Road" content in the Secretary of State's materials submitted in 2006.
- 3.4. **Broadcast a television series on bicycling.** Television is a powerful public education tool reaching large audiences relatively little effort and cost. Broadcast a television series, perhaps on Chicago's cable channel, focusing on the benefits of bicycling, choosing bicycles and equipment, tips for riding safety, and using Chicago's bikeway network.
  - 3.4.1. Performance Measure: Broadcast a television series on bicycling by 2008.
  - 3.4.2. Best Practices: Quebec, Radio-Canada television series on bicycling; New York, NY, bike TV
- 3.5. **Integrate bicycle skills training into appropriate school curricula.** Physical education and health curricula should include training on how to bicycle predictably in traffic and the health benefits of bicycling. Implement in conjunction with Strategy 2.4.
  - 3.5.1. Performance Measure: Incorporate bicycle skills training into appropriate school curricula by 2008.
  - 3.5.2. Best Practice: Florida Department of Transportation, Traffic and Bicycle Safety Education program

#### Possible Funding:

Federal traffic safety (Section 402) funds; City of Chicago; Chicago Public Schools; Secretary of State's Office; Chicago media outlets; bicycle helmet retailers; public health agencies; health management organizations (HMOs); private foundations; private sector.





#### OBJECTIVE FOUR:

Train city staff and consultants to implement the *Bike 2015 Plan*.

##### Strategies:

- 4.1. **Promote the goals, objectives, and strategies of the *Bike 2015 Plan* to key staff from the city and its sister agencies.** Implementation of the *Bike 2015 Plan* depends on the input and support of key city and sister agency staff, particularly at the Chicago Department of Transportation, Department of Planning and Development, Chicago Park District, Chicago Transit Authority, Chicago Public Schools, and the Chicago Police Department.
  - 4.1.1. Performance Measures: Stage 10 – 15 workshops in 2006, with an annual workshop afterwards.
- 4.2. **Train transportation engineers and planners how to accommodate bicycling in their projects.** Training will help ensure routine accommodation of bicycling in transportation projects. Training will also help ensure that bicycle facilities are constructed to appropriate standards, including AASHTO's *Guide for the Development of Bicycle Facilities* and the proposed *Bikeway Design Manual*. Provide continuing education credits, where possible. Partner with the Illinois Department of Transportation, Cook County Highway Department, Chicago Area Transportation Study, and Chicagoland Bicycle Federation.
  - 4.2.1. Performance Measure: Stage a bicycle planning and design workshop every two years, cooperatively with other agencies, beginning no later than 2007.
  - 4.2.2. Best Practices: Chicago Area Transportation Study, Soles and Spokes conference; Chicagoland Bicycle Federation, Healthy Streets conference

##### Possible Funding:

Illinois Department of Transportation; Chicago Area Transportation Study; Chicago Department of Transportation; Chicagoland Bicycle Federation.

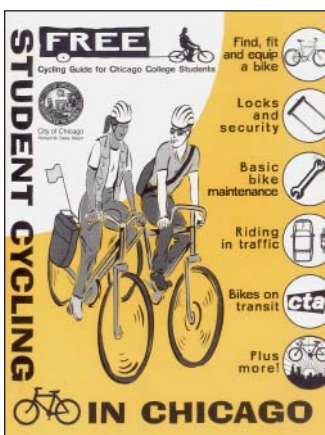


#### OBJECTIVE: FIVE

Produce and distribute bicycle education material.

##### Strategies:

- 5.1. **Regularly update and reprint the Chicago Department of Transportation's bicycle publications.** Ensure that the following publications are current and readily available:
  - *Chicago Bike Map*
  - Campus bike maps
  - *Safe Bicycling in Chicago*
  - *Kids on Bikes in Chicago*
  - *Student Cycling in Chicago*
  - *Bike Parking for Your Business*
  - 5.1.1. Performance Measure: Monitor inventory and needs twice a year, updating and reprinting publications whenever necessary, beginning in 2005.
- 5.2. **Produce Spanish-language versions of appropriate Chicago Department of Transportation bicycle publications.** Language specific campaigns and materials should be integrated into the specific programs requiring non-English language materials.
  - 5.2.1. Performance Measures: Identify priority publications to produce in Spanish in 2006; produce first publication in 2007.
- 5.3. **Identify needs for new publications and produce them in a timely manner.** Determine, after reviewing the *Bike 2015 Plan* and publications from other bicycle programs, priority publications to produce.
  - 5.3.1. Performance Measures: Identify priority publications to produce in 2006; produce first publication by 2007.



- 5.4. **Arrange for bicycle information to be reprinted and/or distributed by partner agencies, utility companies, and the private sector.** Examples include private sector printing of the *Chicago Bike Map*, inserts with utility bills, universities printing their campus bike map, identifying trail locations on the CTA's *Bus and Rail Map*, and distributing publications to local bike stores.
- 5.4.1. Performance Measures: Continue distributing publications to bicycle stores. Develop 3 – 5 distribution partnerships in 2006.
- 5.4.2. Best Practices: Chicago, IL; Portland, OR
- 5.5. **Improve the Bicycle Program's Web site, [www.ChicagoBikes.org](http://www.ChicagoBikes.org), providing comprehensive information to current and potential bicyclists.** Add the features recommended in the *Bike 2015 Plan*. Post all city bicycle publications. Market the site to increase usage (e.g., search engine optimization, keyword placement in metatags, linking to other popular sites).
- 5.5.1. Performance Measures: Improve and market Web site in 2006. Increase the number of Web site visits by 10 – 20 percent per year, beginning in 2007.
- 5.6. **Develop and widely distribute a new Lakefront Trail map.** (See Chapter 1: Bikeway Network; Strategy 5.1.)

#### Possible Funding:

Federal and state transportation programs including the Congestion Mitigation and Air Quality Improvement Program, Surface Transportation Program, Illinois Transportation Enhancement Program, and federal traffic safety (Section 402) funds; Chicago Department of Transportation; Chicago Park District; Chicago media outlets; utility companies; public health agencies; private sector.



#### OBJECTIVE SIX:

Reduce the incidence of bicycle theft through education and enforcement.

#### Strategies:

- 6.1. **Determine the best strategies to reduce the incidence of bicycle theft in Chicago.** Research bicycle locking practices, determine the amount and types of bicycle theft, identify best practices to reduce the incidence of theft, estimate the annual cost of an effective anti-theft campaign, and identify the responsibilities of various agencies.
- 6.1.1. Performance Measure: Produce a report with detailed recommendations in 2006.

5.5

The screenshot shows the Chicago Department of Transportation (CDOT) website. At the top, there is a navigation bar with links for 'Login', 'Home', 'News', 'Events', 'City Departments', 'Site Map', and 'Contact Us'. Below this is a search bar. The main header features the CDOT logo and a navigation menu with categories: 'For Residents', 'For Business', 'Exploring Chicago', and 'Your Government'. The main content area is titled 'Chicago Bike Program' and includes a welcome message, a 'Message from the Mayor' featuring a photo of a man, and a 'Bike Program News' section with several recent updates. At the bottom, there is a 'Related Links' section with links to 'Bicycle Ambassadors', 'Bicycling Information Center', 'Bike Information', 'Bike Shops and Rentals', 'Bike Publications', 'Bike Lanes', 'Bike Lane Guidelines', and 'Bike Lane Specs'.



6.2. **Educate bicyclists on the best ways to prevent bicycle theft.** Many bicycles are stolen because inadequate locks are used and/or bicycles are parked in poor locations. The best way to prevent bicycle theft is educating people on appropriate types of bicycle locks, how to use them, and other ways to make bicycles difficult to steal, including where to park.

6.2.1. Performance Measures: Distribute a flyer or hangtag on how to prevent bike theft to bicycle stores, encouraging them to provide with new bike sales, beginning in 2006. Stage an annual press event, beginning in 2006. Organize and publicize an annual bike lock sale in conjunction with the Bike Chicago festival, beginning in 2006.

6.2.2. Best Practices: London Metropolitan Police Service, England, Take Stock of Your Lock campaign; Washington, D.C., Metro Transit Police Department's Rail Anti-Crime Target Squad; University of Arizona bike lock sales

6.3. **Educate children on the best ways to prevent bicycle theft.** Provide Chicago Public School students and children enrolled in Chicago Park District summer camps with information on locking techniques.

6.3.1. Performance Measures: Produce a flyer for children on how to prevent bicycle theft by 2007. Determine best distribution points and opportunities for co-printing in 2007.

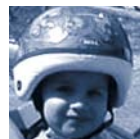
6.4. **Stage bicycle theft stings.** Test equipping bicycles with hidden Global Positioning System (GPS) transmitters and receivers to trace thieves. This is an effective, relatively inexpensive way to locate professional bicycle thieves. Combine with media outreach on how to prevent bicycle theft. If successful, stage on an annual basis.

6.4.1. Performance Measure: Stage a trial bicycle sting by 2008.

6.4.2. Best Practices: Amsterdam, the Netherlands; Sacramento, CA

#### Possible Funding:

Chicago Police Department; Chicago Department of Transportation; Chicagoland Bicycle Federation; bicycle retailers; bicycle lock manufacturers; private insurance companies.



#### OBJECTIVE SEVEN:

Determine the effectiveness of the education and marketing initiatives in this plan.

#### Strategies:

7.1. **Survey target audiences to measure changes in behaviors and beliefs.** This will quantify the effectiveness of the education and marketing strategies in this plan.

7.1.1. Performance Measures: Survey every 2 years, beginning in 2007. Publish results within 6 months of completion.

7.2. **Adapt and deliver the survey to measure the effectiveness of individual programs.** Measuring the effectiveness of particularly important strategies will require a more detailed response than may be possible with a biennial survey. Adapting the survey will allow data collection to be more consistent.

7.2.2. Performance Measure: Measure the effectiveness of specific individual programs, beginning in 2007.

#### Possible Funding:

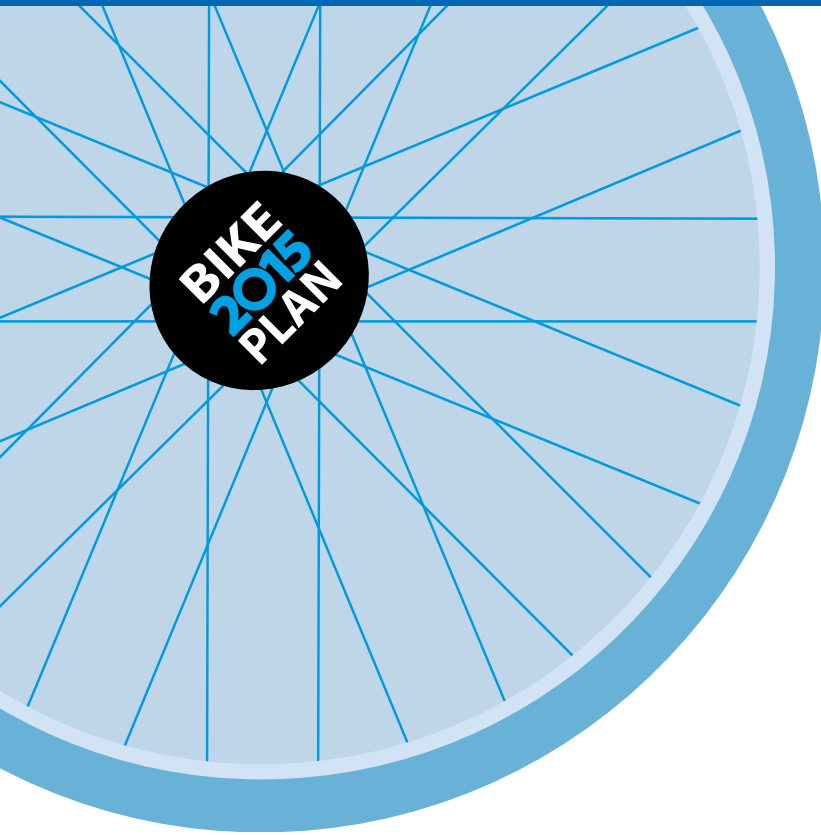
Federal and state transportation programs including the Congestion Mitigation and Air Quality Improvement Program, Surface Transportation Program, and Illinois Transportation Enhancement Program; Chicago Department of Transportation.

#### REFERENCES:

- 1 Press release from the Kryptonite Corporation, June 26, 2002.
- 2 The Johns Hopkins Injury Prevention Center, *Injuries to Bicyclists: A National Perspective*, (Baltimore, MD, 1993), p.13.
- 3 Chicagoland Bicycle Federation, *Bicycling Crashes and Injuries in Chicago: 2000*. (Chicago: n.p., 2000).







## CHAPTER 6

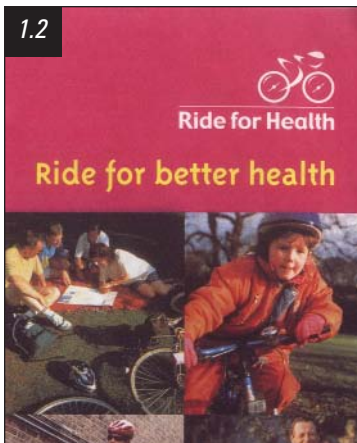
# Marketing and Health Promotion

### GOAL:

*Increase bicycle use through targeted marketing and health promotion.*

### PERFORMANCE MEASURE:

*Encourage 150,000 people per year to make additional bicycle trips because of targeted marketing and health promotion.*



Bicycling is a healthy, fun activity and a convenient, inexpensive way to travel. Nonetheless, many people are not receptive to the idea of bicycling, or to bicycling more frequently. Marketing can influence people's attitudes and behaviors, particularly by promoting the health benefits of bicycling. Marketing is also a relatively inexpensive way to encourage bicycling and can help increase the use of existing infrastructure. The five objectives in this chapter identify how to market and promote bicycling.

Promoting the health benefits of bicycling (Objective 1) will encourage people to bicycle more. Research shows that many people are attracted to bicycling because they want to stay in shape or lose weight.<sup>1</sup> The primary reason given in the *Chicago Bicycling Survey* (2005) for increased levels of bicycling was people's greater concern for their health and fitness. Key strategies include establishing a Health and Transportation Task Force, staging a Bike to Health campaign, and closing a network of streets on a regular basis to motorized traffic for Sunday Parkway rides.

Staging cost-effective events and programs (Objective 2) involves expanding the annual Bike Chicago festival, supporting community efforts to encourage bicycling, and piloting a car-free day. Bicycling should also be promoted as an alternative to driving automobiles (Objective 3). Target groups most receptive to bicycling: young adults, people living near bike lanes and/or the Lakefront Trail, transit users, and residents of congested neighborhoods with limited automobile parking. Different marketing campaigns are appropriate, given different needs and interests.

Marketing the benefits of bicycling to specific destinations (Objective 4) would focus on increasing the number of trips people are most receptive to make. Bike to Campus, Bike to the Park, and Shop by Bike campaigns are proposed. Finally, promoting Chicago as a destination for bicycle tourism (Objective 5) would attract more visitors and encourage visitors to extend their trips to explore the city by bicycle. Organized rides, including the annual Bike the Drive, could attract thousands of people to Chicago, contributing to the economic vitality of the city.





**OBJECTIVE ONE:**  
Promote the health benefits of bicycling.

**Strategies:**

- 1.1. **Establish a Health and Transportation Task Force.** More than 1.2 million Chicago residents have sedentary or irregular activity lifestyles.<sup>2</sup> Bicycling provides moderate physical activity on a regular basis. Increasing activity levels contributes to the prevention and management of over 20 conditions and diseases including heart disease, stroke, high blood pressure, diabetes, cancer, weight management, and positive mental health.<sup>3</sup> While there is an emerging consensus that our transportation system contributes to this health crisis, specific interventions and measures have not been well defined. The Health and Transportation Task Force will be charged with reviewing the objectives, developing health performance measures for this plan, identifying funding opportunities, and spearheading action. Joint sponsors: the Department of Public Health, Chicago Department of Transportation, and the Mayor's Bicycle Advisory Council.
  - 1.1.1. Performance Measures: Establish a Health and Transportation Task Force in 2006. Develop health performance measures and determine the requirements of the Bike to Health campaign by 2007.
  - 1.1.2. Best Practice: State of Washington, Active Transportation Coalition (Washington State Department of Health, Washington State Department of Transportation, Bicycle Alliance of Washington)
- 1.2. **Stage a Bike to Health campaign to promote bicycling.** Promote the health benefits of bicycling in local health marketing, education initiatives, and employee wellness programs. Integrate bicycling information and resources into such programs as the Mayor's Fitness Council, the Consortium to Lower Obesity in Chicago Children (CLOCC), and Transportation that is Active and Safe for Kids (TASK), to reach more people and reduce costs. Encourage youth to bicycle, to establish a healthy activity that can be sustained throughout their lives. Involve hospitals and the health care industry, targeting health care clients and professionals.
  - 1.2.1. Performance Measures: Stage 2 – 3 joint Department of Public Health and Chicago Department of Transportation press events on bicycling and health per year, beginning in 2006. Stage an annual Bike to Health campaign, beginning in 2008. Incorporate bicycling into 3 – 5 health initiatives per year, beginning in 2008.
  - 1.2.2. Best Practices: British Medical Association, Ride for Health campaign; Glasgow, Scotland, Healthy Transport Makes Sense campaign; Western Australia, Department of Health, Find 30 campaign
- 1.3. **Establish a free "Sunday Parkway" bicycle ride along a network of streets closed to motorized traffic.** Hold on Sunday mornings and early afternoons to encourage families to engage in physical activity. A ride linking Chicago parks along the boulevards is recommended as an introductory route. Closures of cross streets are unnecessary since participants, with the help of volunteer marshals, will stop at signalized intersections. Augment street closures with fitness and health events in parks and other locations along the route. If successful, expand to other Sundays and other streets.
  - 1.3.1. Performance Measures: Prepare a feasibility study, promotional plan, and financial analysis in 2006. Stage a pilot ride in 2006. Survey the riders and participating city agencies, to determine how to make the event more successful.
  - 1.3.2. Best Practices: Bogotá, Colombia, Sunday Ciclovía; Guadalajara, Mexico, Via RecreActiva
- 1.4. **Partner with community health programs to promote bicycling to Chicago's minority youth.** African-American and Latino children in Chicago are disproportionately burdened by obesity. Partner with organizations to promote bicycling in public health programs for minority youth (e.g., the YMCA's Healthy Kids Camp).
  - 1.4.1. Performance Measure: Promote bicycling in 3 community health programs targeting minority youth by 2008.
  - 1.4.2. Best Practice: San Francisco, CA, Presidio Community YMCA

## OBJECTIVES

1. Promote the health benefits of bicycling.
2. Stage cost-effective events and programs to encourage bicycling.
3. Market bicycling as an alternative to automobile trips to target groups.
4. Market the benefits of bicycling to specific destinations.
5. Promote Chicago as a destination for bicycle tourism.
6. Determine the effectiveness of the education and marketing initiatives in this plan. (Refer to Chapter 5: Education; Objective 7.)



**Possible Funding:**

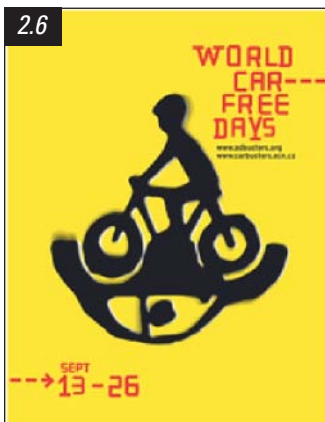
Federal and state transportation programs including the Surface Transportation Program; Department of Public Health; Chicago Department of Transportation; Robert Wood Johnson Foundation; local foundations; public and private health agencies; health insurance providers; Chicagoland Bicycle Federation; Bikes Belong Coalition; event sponsors; YMCA.

**OBJECTIVE TWO:**

**Stage cost-effective events and programs to encourage bicycling.**

**Strategies:**

- 2.1. **Support the events and programs of groups promoting bicycling.** Supporting non-profit groups is a cost-effective way to reach people interested in bicycling. Potential groups include the Chicagoland Bicycle Federation, Chicago Cycling Club, Major Taylor Bicycling Society, university bicycling groups, Cycling Sisters, Working Bikes Cooperative, and Chicago Bike Winter.
  - 2.1.1. Performance Measure: Publicize significant local bicycle events, programs, and non-profit groups in appropriate city Web sites and publications, beginning in 2006.
- 2.2. **Encourage fitness centers to provide showers and lockers to bicyclists.** Lack of showers discourages many people from bicycling to work. Encourage fitness centers to provide shower and locker services at discounted rates and on an ongoing basis. Publicize in the Bike Chicago booklet and on the Bicycle Program's Web site. Monitor use.
  - 2.2.1. Performance Measures: Establish shower and locker services for bicyclists at 5 new fitness centers in 2005, increasing to 10 – 15 new fitness centers by 2008.
  - 2.2.2. Best Practices: Portland, OR, Bike Central; Chicago, IL (during the Bike Chicago festival)
- 2.3. **Expand the annual Bike Chicago festival.** This 3 month festival currently has 125 events and 40,000 participants. Partner with new organizations and businesses to stage more events and increase sponsorship. Increase media coverage and involvement. Focus on events that attract many people or encourage occasional bicyclists to ride more frequently.
  - 2.3.1. Performance Measures: Expand festival to 4 months in 2006. Increase participation and media coverage by 10 – 15 percent per year, beginning in 2006. Submit an annual report with recommendations to the Mayor's Bicycle Advisory Council, beginning in 2006.
- 2.4. **Publicize the availability of new or improved trails to nearby residents.** Advise residents within one mile of the trails of their recreational and transportation opportunities. Distribute maps showing how to access the trails and where they go. Stage ribbon-cutting ceremonies, trail rides, and other events to publicize trail openings. Partner with local aldermen and community groups.
  - 2.4.1. Performance Measures: Distribute promotional material to nearby residents, stage ribbon-cutting ceremonies, and organize rides along new or improved trails within 1 month of trail completion, beginning in 2006.
  - 2.4.2. Best Practice: Portland, OR
- 2.5. **Establish a mini-grant program to support community efforts that encourage bicycling, particularly to infrequent cyclists.** Support bicycle groups, wellness centers, schools, and other not-for-profit organizations. If successful, expand initiative.
  - 2.5.1. Performance Measures: Obtain foundation and/or private sector funding by 2007. Award 5 mini-grants (under \$2,500) annually, beginning in 2008, increasing to a minimum of 10 mini-grants annually by 2010.
  - 2.5.2. Best Practices: Perth, Australia, Cycle Instead Sponsorship Program; San Francisco Bicycle Coalition, CA; Philadelphia, PA, Bicycle Education Enhancement Program (BEEP); Chicago, IL, Bike to Campus mini-grant program; London, England, Cycle London Promotion Partnership community grant program
- 2.6. **Pilot a car-free day.** Fifteen hundred cities in 40 countries staged "car-free" days in 2004 to encourage people to use transit, bicycle, walk, and telecommute. If successful, expand initiative. Consider staging a "Car-free Challenge," encouraging people to leave their automobiles at home or reducing usage.



2.6.1. Performance Measures: Pilot a car-free day by 2010. Survey the riders and participating city agencies within 2 months of the event completion, to determine how to make the event more successful.

2.6.2. Best Practices: Bogotá, Colombia; Montreal, PQ; Madison, WI

#### Possible Funding:

Federal and state transportation programs including the Congestion Mitigation and Air Quality Improvement Program, Surface Transportation Program, and federal traffic safety (Section 402) funds; Bikes Belong Coalition; local bicycle industry and retailers; local foundations; Mayor's Office of Special Events; Chicago Department of Transportation; Bike Chicago partners and sponsors; fitness centers; Chicagoland Bicycle Federation; Regional Transportation Authority; Chicago Transit Authority; Metra; Chicago Park District.



#### OBJECTIVE THREE:

Market bicycling as an alternative to automobile trips to target groups.

#### Strategies:

3.1. **Increase the use of bicycles on the job by city agencies and departments.** Using bicycles instead of automobiles is considerably cheaper and often more effective. Bicycles can be more effective for police enforcement wherever there is considerable traffic congestion (e.g., the Loop) and at locations difficult to patrol by motor vehicle (e.g., the Lakefront Trail). Paramedics on bicycles in Orlando, for example, can navigate downtown crowds and traffic faster than rescue trucks. Prioritize adding bicycles to the city's fleet whenever replacing or upgrading motor vehicles.

3.1.1. Performance Measure: Increase the number of bicycles in the city's vehicle fleet by 5 – 10 percent per year, beginning in 2006.

3.1.2. Best Practices: Los Angeles Police Department, CA; City of London Police, England; Orlando, FL; Vancouver, B.C.

3.2. **Pilot an individualized marketing campaign to people receptive to replacing automobile trips with bicycling, walking, transit, and carpooling.** This cost-effective social marketing program identifies people receptive to changing the way they travel and then provides them with personalized information about their preferred option(s). Partner with the CTA, Regional Transit Authority (RTA), and other appropriate agencies and groups. Expand and improve campaign based on the results of the pilot.

3.2.1. Performance Measure: Pilot an individualized marketing campaign by 2007.

3.2.2. Best Practices: Perth, Australia, TravelSmart; Portland, OR, TravelSmart; Seattle, WA, Way to Go, Seattle!; London, England, TravelOptions

3.3. **Promote bicycling to target populations and groups that would most benefit from increased bicycling.** Populations more likely to bicycle include young adults between 18 and 44,<sup>4</sup> people living near the Lakefront Trail and/or bike lanes, residents of congested neighborhoods with limited automobile parking, and recreational bicyclists who might be encouraged to bicycle for other purposes. Women and people of diverse ethnicities may particularly benefit from increased bicycling. Customize the promotions to meet the needs of specific groups. Determine the most effective messages (e.g., personal health benefits, enjoyment). Focus on short trips, under 5 miles, where bicycling is an especially viable mode of transportation. Track changes to determine the effectiveness of the promotions. If successful, expand initiative.

3.3.1. Performance Measure: Promote bicycling to 3 target populations and groups by 2008.

3.3.2. Best Practice: Perth, Australia, Cycle Instead campaign

#### Possible Funding:

Federal and state transportation programs including the Congestion Mitigation and Air Quality Improvement Program and Surface Transportation Program; Conserve by Bicycling Program; Federal Transit Administration; Regional Transportation Authority, including the Regional Technical Assistance Program; Chicago Transit Authority; Metra; City of Chicago; Bikes Belong Coalition; local foundations; cost savings from lower vehicle fleet purchasing and operating costs.







#### OBJECTIVE FOUR:

Market the benefits of bicycling to specific destinations.

#### Strategies:

- 4.1. **Continue the Bike to Campus program to encourage bicycling to colleges and universities.** College and university students are more likely to bicycle because they tend to be in better physical condition than the general population, are less likely to own automobiles, have casual dress codes, and often live near campus. Partner with colleges and universities for information on bicycling, including maps of the bikeways near campus, to be widely distributed, particularly in orientation packages. Focus efforts on new students, since they are more receptive to changing their transportation habits.
  - 4.1.1. Performance Measure: Stage the Bike to Campus program on an annual basis at 5 – 10 colleges and universities, beginning in 2007.
  - 4.1.2. Best Practice: Chicago, IL
- 4.2. **Establish an annual Bicycle Commuter Challenge to encourage more people to bicycle to work.** Encouraging employees to commute by bicycle benefits the employer, given the increased productivity and reduced health care costs when employees are fit. Train “coaches” at participating workplaces to recruit fellow employees to participate. Distribute publications, provide incentives to participate, and stage workplace education sessions. Survey the participants and workplaces, to determine how to make the event more successful. Track participation to determine air quality benefits. Stage the Bicycle Commuter Challenge as a key event of the annual Bike Chicago festival.
  - 4.2.1. Performance Measures: 5000 participants in 2008; increasing to 10,000 by 2010. Prepare an annual report with recommendations to improve the program, beginning in 2008.
  - 4.2.2. Best Practices: Victoria, B.C., Greater Victoria Bike to Work Society; Toronto, ON, Bicycle User Group Network; Montreal, QC, Operation Bike-to-Work; Fort Collins, CO, Commuter Bicycle Coach program
- 4.3. **Pilot a Bike to the Park campaign to encourage bicycling to Chicago’s parks and park events.** Target the campaign to children and young adults since they bicycle more to parks and park events. Integrate campaign into the Chicago Park District’s programming and promotions.
  - 4.3.1. Performance Measure: Pilot a Bike to the Park campaign by 2008.
  - 4.3.2. Best Practice: York, England, How Far Will You Go? campaign
- 4.4. **Stage a Shop by Bike campaign.** Educate bicyclists about the advantages and ease of shopping by bike. Educate merchants on the advantages of attracting and accommodating bicycle-riding customers and staff. Partner with retailers, merchant associations, and chambers of commerce.
  - 4.4.1. Performance Measure: Stage a Shop by Bike campaign by 2010.
  - 4.4.2. Best Practices: Chicago, IL; Forest Park, IL
- 4.5. **Expand the Safe Routes to School program.** (See Chapter 5: Education; Strategy 2.4.)
- 4.6. **Promote the Bike to Transit option.** (See Chapter 4: Transit; Objective 5.)

#### Possible Funding:

Federal and state transportation programs including the Congestion Mitigation and Air Quality Improvement Program and Surface Transportation Program; Conserve by Bicycling Program; Bikes Belong Coalition; Chicago Department of Transportation; Mayor’s Office of Special Events; Chicago Park District; Chicago universities; participating businesses, agencies, and institutions.





### OBJECTIVE FIVE:

Promote Chicago as a destination for bicycle tourism.

#### Strategies:

- 5.1. **Publicize opportunities for bicycle touring and rental in Chicago.** Distribute information to tourist bureaus, hotels, youth hostels, and regional travel magazines. Identify self-guided bike tours. Feature information on Chicago Web sites, including the Bicycle Program's.
  - 5.1.1. Performance Measures: Distribute bicycle touring and rental information to 50 – 100 locations per year, beginning in 2006. Identify 3 – 5 self-guided bike tours in 2006. Feature information on bicycle touring and rental on 3 – 5 Web sites by 2007.
- 5.2. **Promote Chicago as a destination for bicycle tourism.** Tourists could be attracted to Chicago for bicycle events, city rides or longer tours (e.g., along the Grand Illinois Trail). Visitors could extend their trip by a day or two. "Active" tourists can contribute significantly to Chicago's economy. Bicycle tourism in the Outer Banks region of North Carolina, for example, generates \$60 million in annual revenue, creating or supporting 1400 jobs.<sup>5</sup>
  - 5.2.1. Performance Measures: Prepare a bicycle tourism marketing plan by 2007. Implement key recommendations by 2008.
  - 5.2.2. Best Practice: North Carolina Department of Transportation, Pathways to Prosperity

#### Possible Funding:

Chicago Office of Tourism; Chicago Convention and Tourism Bureau; Illinois Bureau of Tourism; Chicago Department of Transportation; participating businesses and agencies.



### OBJECTIVE SIX:

Determine the effectiveness of the education and marketing initiatives in this plan. (Refer to Chapter 5: Education; Objective 7.)

#### REFERENCES:

- 1 Liliana Gonzalez, et al. (Feb. 2004). 2002 Bicycle Transportation User Survey; Developing Intermodal Connections for the 21st Century. *University of Rhode Island Transportation Center*. URITC Project No. 536182.
- 2 Chicago Department of Public Health. (May 2003). *Quick Health Facts, Chicago 2003, Exercise*.
- 3 Department of Health (England). (March 2005). *Choosing Activity, A Physical Activity Action Plan*, p. 6.
- 4 Wilbur Smith Associates with Applied Real Estate Analysis (AREA) and Resource Systems Group (RSG). (2005). *Chicago Bicycling Survey*.
- 5 Judson Lawrie, John Guenther, Thomas Cook, and Mary Paul Meletiou. (April 2004). The Economic Impact of Investments in Bicycle Facilities: A Case Study of the Northern Outer Banks, Institute for *Transportation Research and Education*.


**BIKE  
2015  
PLAN**


## CHAPTER 7

# Law Enforcement and Crash Analysis

**GOAL:**

*Increase bicyclist safety through effective law enforcement and detailed crash analysis.*

**PERFORMANCE MEASURE:**

*Reduce the number of serious and severe bicycle crashes by 50 percent by 2015.*

More than 1000 bicycle accidents are reported to the Chicago Police Department every year,<sup>1</sup> with thousands more unreported. Effective enforcement of traffic laws, based on an understanding of the circumstances of bicycle crashes, will reduce the frequency and severity of these injuries.

Monitoring the progress in implementing the enforcement strategies in this chapter (Objective 1) will help ensure that they are implemented in a timely manner. Training police officers on bicycling issues (Objective 2) will help ensure enforcement of laws protecting bicyclists.

Focusing enforcement efforts on behaviors that most frequently endanger bicyclists (Objective 3) will effectively use limited enforcement resources. Strategies include prior publicity, verbal warnings, and ticketing. The goal is not to simply issue citations but to encourage voluntary compliance with the law.

Local laws should address the rights and responsibilities of Chicago's bicyclists (Objective 4). For example, the *Chicago Municipal Code* should be updated to be consistent with the *Illinois Vehicle Code* which permits bicyclists to use a full travel lane to avoid hazardous conditions (e.g., opening car doors, poor pavement, and narrow travel lanes).

Finally, improving the reporting and analysis of bicycle crashes (Objective 5), particularly studying the circumstances of serious injuries, will suggest engineering, enforcement, and education countermeasures to help prevent crashes from recurring.





### OBJECTIVE ONE:

**Monitor the progress of the Chicago Police Department's bicyclist safety efforts.**

#### Strategy:

1.1. **Report regularly to the Mayor's Bicycle Advisory Council on bicycle enforcement and crash analysis issues.** Track implementation of the five Chicago Police Department strategies in this chapter.

1.1.1. Performance Measures: Chicago Police continue attending the quarterly meetings of the Mayor's Bicycle Advisory Council. Submit an annual report on the Chicago Police Department's bicycle enforcement and crash analysis efforts to the Mayor's Bicycle Advisory Council, beginning in 2006.

#### Possible Funding:

Federal traffic safety (Section 402) funds; Chicago Police Department.



### OBJECTIVE TWO:

**Train police officers on bicycling issues.**

#### Strategies:

2.1. **Establish a bicycling module in the Chicago Police Department's Training Academy curriculum.** Police officers enforce laws they understand and support. Train recruits on the:

- Rules of the road for bicyclists
- Types of illegal motorist behaviors that endanger bicyclists
- Most dangerous types of bicycling behaviors
- Most common causes of bicycle crashes
- Importance of reporting bicycle crashes
- Importance of investigating serious bicycle crash sites
- Best ways to prevent bicycle theft
- Advantages to policing by bicycle
- Transportation, health, and environmental benefits of bicycling

2.1.1. Performance Measure: Add a bicycle module to the academy curriculum by 2007.

2.1.2. Best Practices: Wisconsin Department of Transportation, Enforcement for Bicycle Safety course; Nevada Department of Public Safety, Nevada Elementary Traffic Safety Program Instructors Course; National Highway Traffic Safety Administration, The Law Officer's Guide to Bicycle Safety program (draft)

2.2. **Educate Chicago police officers on specific enforcement issues.** Reach police officers in inexpensive and effective ways, such as screening videos at roll call and distributing Action Alerts, memorandums to police officers on specific enforcement issues.

2.2.1. Performance Measures: Issue 2 bicycle Action Alerts per year by 2007. Screen an Enforcement for Bicycle Safety video at roll calls in all 25 police districts each year, beginning in 2007.

#### Possible Funding:

Federal traffic safety (Section 402) funds; National Highway Traffic Safety Administration; Chicago Police Department; grant funding from law enforcement and injury prevention foundations and organizations; Chicagoland Bicycle Federation.

## OBJECTIVES

1. Monitor the progress of the Chicago Police Department's bicyclist safety efforts.
2. Train police officers on bicycling issues.
3. Focus enforcement efforts on traffic violations that pose the greatest threats to bicyclist safety.
4. Ensure that local laws address the rights and responsibilities of Chicago's bicyclists.
5. Improve the reporting and analysis of bicycle crashes.





### OBJECTIVE THREE:

Focus enforcement efforts on traffic violations that pose the greatest threats to bicyclist safety.

#### Strategies:

- 3.1. **Publicize and enforce the ordinance prohibiting the parking of motor vehicles in bike lanes.** Motor vehicles parked in bike lanes force bicyclists to merge into faster moving traffic unexpectedly, risking accidents and discouraging bike lane use. To encourage voluntary compliance, widely publicize the Department of Revenue's efforts to enforce the ordinance and post "No Parking in Bike Lane" signs at problematic locations. Continue having an intern enforce the bike lane ordinance between May and October, when there is more bicycle use.

3.1.1. Performance Measures: Enforce the ordinance between May and October, particularly at the 15 – 25 worst locations in Chicago, beginning in 2005. Publicize enforcement efforts with an annual press release, beginning in 2005. Post "No Parking in Bike Lane" signs at the 25 worst locations for double parking in 2006.

3.1.2. Best Practices: Transportation Alternatives, New York, NY, Give Respect, Get Respect campaign; San Francisco, CA; Chicago, IL

- 3.2. **Increase enforcement at locations with a disproportionately high number of bicycle crashes and injuries.** Targeting enforcement at locations with more bicycle crashes is an effective use of limited enforcement resources. Enforcement efforts should include the Lakefront Trail and popular bike lanes.

3.2.1. Performance Measure: Reduce the incidence of bicycle crashes and injuries at the top 15 – 25 crash locations by 5 percent annually, beginning in 2006.

3.2.2. Best Practices: Washington, D.C. Police Department, Safe Streets campaign; New York Police Department, NY, TrafficStat system

- 3.3. **Develop and implement an enforcement program targeting motorist behaviors that are the greatest threats to bicyclist safety.** Failure to yield is the most common type of motorist-bicyclist crash.<sup>2</sup> Speeding significantly increases the severity of crashes. These behaviors discourage thousands of people from bicycling in Chicago. Increase the effectiveness of the targeted campaigns with innovative traffic law enforcement strategies including saturation patrols targeting a specific area, speed display, radar, and video cameras. Increase the effectiveness of traffic enforcement through media coverage, thereby broadcasting the bicycle safety message far beyond the direct impact of those stopped by police. Couple the enforcement with education, to increase its effectiveness (see Chapter 5: Education, Strategy 1.2.). Use cadets and other cost-effective staffing.

3.3.1. Performance Measures: Stage education and enforcement campaigns in 3 – 5 police districts per year, beginning in 2006. Increase to 5 – 10 police districts per year by 2010. Publicize beforehand to encourage voluntary compliance.

3.3.2. Best Practice: Wisconsin Department of Transportation State Patrol; Portland, OR

- 3.4. **Develop and implement an enforcement program targeting particularly dangerous bicycling.** Bicyclists often endanger themselves and others by disregarding traffic laws and trail user guidelines. Target dangerous behaviors, such as failure to stop at red lights, riding against traffic on busy streets, and excessive speeds on crowded multi-use trails. Warnings without fines can also help to change behavior. Increase the effectiveness of traffic enforcement through media coverage, thereby broadcasting the bicycle safety message far beyond the direct impact of those stopped by police. With enforcement, the possibility of receiving tickets spreads quickly by word of mouth. Without enforcement, many bicyclists perceive that the traffic laws do not apply to them and any behavior is acceptable. Couple the enforcement with education, including partnering with Bicycling Ambassadors, so that it is more effective (see Chapter 5: Education; Strategy 1.1.). Use cadets and other cost-effective staffing.

3.4.1. Performance Measures: Stage education and enforcement campaigns in 3 – 5 police districts per year, beginning in 2006. Increase to 5 – 10 police districts per year by 2010. Publicize beforehand to encourage voluntary compliance.



3.4.2. Best Practice: Toronto, ON, Cycle Right program

#### Possible Funding:

Federal traffic safety (Section 402) funds; National Highway Traffic Safety Administration; National Center for Injury Prevention and Control; Chicago Police Department; Department of Revenue; Chicago Department of Transportation; Chicago Park District; grant funding from injury prevention and law enforcement foundations and organizations.



#### OBJECTIVE FOUR:

Ensure that local laws address the rights and responsibilities of Chicago's bicyclists.

#### Strategies:

- 4.1. **Amend the *Chicago Municipal Code* so that it is consistent with state law and national best practices.** Revise the code so that the bicycle regulations are consistent with appropriate regulations in the *Illinois Vehicle Code* and *Uniform Vehicle Code*. Eliminate duplicate items or incorporate them by reference.
  - 4.1.1. Performance Measures: Identify appropriate changes in 2006. Amend the *Chicago Municipal Code* in 2007.
- 4.2. **Establish and publicize new penalties for reckless driving that endangers the lives of bicyclists.** Meaningful penalties help reduce the number of severe bicyclist injuries and the need for enforcement efforts, especially if they are widely publicized. Publicize as a component of the annual publicity campaign recommended in Strategy 3.3.
  - 4.2.1. Performance Measures: Determine appropriate penalties by 2007. Establish penalties by 2008.

#### Possible Funding:

Minimal cost.



#### OBJECTIVE FIVE:

Improve the reporting and analysis of bicycle crashes.

#### Strategies:

- 5.1. **Determine how to improve the level and quality of reporting of bicycle crashes.**

Crash reports are not usually prepared unless a motor vehicle is involved. Unfortunately, this excludes 85 percent of bicycle crashes from the recorded statistics. Furthermore, many crash reports are incomplete. Determine the best strategies to encourage police officers to submit a complete Illinois Traffic Crash Report for all reported:

- Bicycle crashes on roadways or trails
- Bicycle-motor vehicle crashes
- Bicycle-bicycle crashes on roadways or trails
- Bicycle-pedestrian crashes on roadways or trails

Bicyclists should be encouraged to report all crashes. Crash data will make it easier to identify which violations to target for enforcement and educational efforts. Determine how to design the crash report form so that a bicyclist involved in a crash is treated as a vehicle operator, with identification of what the bicyclist's position was before and after the crash. The form should ask for the location of the bicycle (on roadway, on sidewalk, on crosswalk); whether the bicyclist was riding with or against the traffic; if the crash occurred after dark; and if the bicycle had a working front light and rear light or reflector.

5.1.1. Performance Measure: Prepare report with recommendations how to improve the reporting of bicycle crashes by 2007.

5.1.2. Best Practices: Palo Alto, CA; Corvallis, OR



5.2. **Identify locations with a high number of bicycle crashes; determine the primary factors contributing to these crashes; and implement appropriate engineering, education, and enforcement and countermeasures.** Identify the probable causes of the crashes; injury types and trends; and other relevant issues, including sidewalk bicycling, wrong-way bicycling, nighttime bicycling without required equipment, failure to obey right of way rules, and crashes in driveways, parking lots, and trails. Consider examining ambulance, emergency room, hospital discharge, and mortality data in addition to police accident data.

5.2.1. Performance Measures: Identify locations every 2 years, beginning in 2007. Implement countermeasures at 5 – 10 problem areas per year, beginning in 2007. Submit an annual report with recommendations to prevent bicycle crashes to the Mayor's Bicycle Advisory Council, beginning in 2007.

5.2.2. Best Practices: Los Angeles, CA, Department of Transportation, Bicycle Collisions in Los Angeles;

New York, NY, TrafficStat system and the Manhattan Traffic Task Force Traffic Safety Team

**Possible Funding:**

Federal traffic safety (Section 402) funds; National Highway Traffic Safety Administration; National Center for Injury Prevention and Control; Chicago Police Department; Chicago Department of Transportation; Chicago Park District; Chicagoland Bicycle Federation; grant funding from injury prevention foundations and organizations.

REFERENCES:

1 Chicagoland Bicycle Federation, *Bicycling Crashes and Injuries in Chicago: 2000*. (Chicago: n.p., 2003).

2 National Highway Traffic Safety Administration (1977). *A Study of Bicycle/Motor Vehicle Accidents: Identification of Problem Types and Countermeasure Approaches*, (Volume I). Washington, DC: U.S. Government Printing Office.




**BIKE  
2015  
PLAN**


## CHAPTER 8

# Bicycle Messengers

**GOAL:**

*Expand the use of bicycle messengers; improve their workplace safety and public image.*

**PERFORMANCE MEASURE:**

*Increase the number of deliveries by bicycle in Chicago by 25 percent by 2015.*

Bicycle messengers provide a valuable service, delivering material in a timely and an environmentally-friendly manner. Chicago's bicycle messenger companies employ more than 300 bicyclists who make an estimated 1.1 million deliveries each year. This chapter identifies three objectives intended to encourage more use of bicycle messengers and encourage safe and responsible riding.

Using more bicycles for deliveries (Objective 1) will reduce Chicago's traffic congestion and improve its air quality. Key strategies include streamlining the delivery process to make bicycle messenger services faster and therefore more attractive to use, and expanding services to new markets.

Establishing safer conditions for bicycle messengers (Objective 2) will help ensure a healthy working environment. There are recommendations throughout this plan that will create safer conditions for bicycle messengers. However, bicycle messengers sometimes engage in dangerous behaviors, including disobeying traffic signals and riding against the direction of traffic, endangering themselves, pedestrians, and motorists. Safety training and selective enforcement are recommended.

Promoting bicycle messenger use (Objective 3) involves listing the advantages of deliveries by bicycle and current licensed companies on the Bicycle Program's Web site, and expanding the Bicycle Messenger Appreciation Day to a full day of events and promotions.





### OBJECTIVE ONE:

**Increase the use of bicycle messenger and delivery services.**

#### Strategies:

- 1.1. **Develop standard delivery check-in procedures for bicycle courier services.** Complicated and inconsistent check-in procedures often delay bicycle messengers. Develop procedures in conjunction with building owners and managers. Distribute to Loop building managers and courier companies.
  - 1.1.1. Performance Measures: Develop standard building check-in procedures in 2006; widely distribute on an annual basis to encourage use.
- 1.2. **Encourage an industry-sponsored study to identify the key barriers to the increased use of bicycle messengers in Chicago and opportunities for expansion and diversification.**
  - 1.2.1. Performance Measures: Complete study by 2007; implement key recommendations in 2008.

#### Possible Funding:

Messenger Service Association of Illinois; bicycle messenger and delivery companies; Building Owners and Managers Association of Chicago; building owners and managers; Department of Consumer Services.



### OBJECTIVE TWO:

**Encourage a safe work environment for bicycle messengers.**

#### Strategies:

- 2.1. **Provide safety publications and bicycle maps to bicycle messenger companies.** Encourage distribution to their employees.
  - 2.1.1. Performance Measure: Distribute publications once or twice a year, beginning in 2005.
- 2.2. **Revise Chicago's bicycle messenger ordinance to specify that bicycle messengers must wear a suitable helmet while working and establish a mechanism to advise messenger services of infractions by their employees.** Currently, there is no requirement for messengers to fasten helmets while working, exposing bicycle messengers to severe head injuries in the event of an accident. There is also no mechanism to advise messenger services when employees are cited, which has led to situations where messenger services receive default judgments and large fines. Establish procedures to deal with repeat offenders.
  - 2.2.1. Performance Measure: Revise the bicycle messenger ordinance by 2007.
- 2.3. **Require new bicycle messengers to complete a City of Chicago sponsored training session.** Training provides traffic safety skills and demonstrates appropriate conduct and delivery protocols. Encourage peer-led training. Require successful completion of an examination.
  - 2.3.1. Performance Measure: Establish a bicycle messenger training session, beginning in 2007.
  - 2.3.2. Best Practice: Vancouver, B.C., Traffic Skills for Couriers
- 2.4. **Encourage regular screenings of Chicago's bicycle messenger training video.** Update video; distribute it to Chicago's licensed messenger services. Use in conjunction with bicycle messenger training (refer to Strategy 2.3.).
  - 2.4.1. Performance Measure: Update and distribute video by 2007.
- 2.5. **Train appropriate police officers to enforce traffic laws and the bicycle messenger ordinance.** Ensure that officers are educated on the rights and responsibilities of bicycle messengers. Establish procedures to deal with repeat offenders. Ensure that officers record citations for crashes with bicycle messengers correctly, so appropriate countermeasures for the most serious problems can be developed.
  - 2.5.1. Performance Measure: Annual police training, beginning in 2007.

## OBJECTIVES

1. *Increase the use of bicycle messenger and delivery services.*
2. *Encourage a safe work environment for bicycle messengers.*
3. *Promote the use of bicycle messengers.*



**Possible Funding:**

Federal Traffic Safety (Section 402) funds; Messenger Service Association of Illinois; bicycle messenger and delivery companies; Department of Consumer Services; Department of Law; Chicago Police Department.

**OBJECTIVE THREE:**

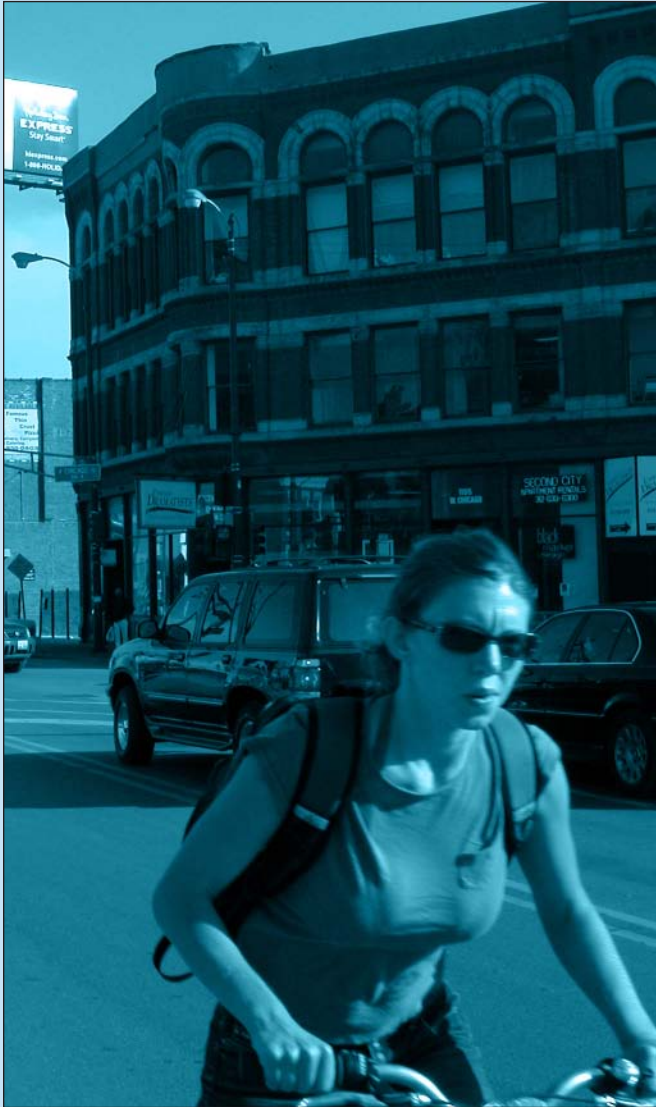
**Promote the use of bicycle messengers.**

**Strategies:**

- 3.1. **Feature the advantages of bicycle messenger services on the Bicycle Program's Web site.** List the advantages of deliveries by bicycle, current licensed companies, and other useful information.
  - 3.1.1. Performance Measure: Include bicycle messenger information on the Bicycle Program's Web site in 2006.
- 3.2. **Expand the annual Bicycle Messenger Appreciation Day to a full day of events and promotions.** Highlight bicycle messengers as responsible and valuable professionals.
  - 3.2.1. Performance Measure: Expand the annual Bicycle Messenger Appreciation Day, beginning in 2007.
  - 3.2.2. Best Practice: Toronto, ON

**Possible Funding:**

Messenger Service Association of Illinois; Department of Consumer Services; Chicago Department of Transportation; Mayor's Office of Special Events.



## Conclusion

Chicago has become a much better city for bicycling since the Bike 2000 Plan was prepared in 1992. A 315-mile bikeway network is in place; 10,000 bike racks provide convenient parking throughout the city; city agencies now consider bicycle issues as part of their mandates; and a Bicycle Program with professional staff is established at the Chicago Department of Transportation.

A new vision is now necessary given the serious challenges Chicago faces – poor air quality, increasing traffic congestion, higher gasoline prices and ballooning obesity rates. This vision is provided in the Bike 2015 Plan with its 150 strategies. By creating a transportation system that fully supports and encourages bicycling, Chicago will become a more attractive place to live and work.





## Bike 2015 Plan

**Consultant:** Chicagoland Bicycle Federation,

**Project coordinated by**

Ben Gomberg, Bicycle Program Coordinator,  
Chicago Department of Transportation

**Funded by** Grant from the Unified Work Program (UWP)  
received from the Chicago Area Transportation Study (CATS)

**Approved by**

The Mayor's Bicycle Advisory Council on September 21, 2005

**How to get copies**

Requests for copies of this plan

should be e-mailed to [cdotbikes@cityofchicago.org](mailto:cdotbikes@cityofchicago.org)

The plan can be downloaded at [www.ChicagoBikes.org](http://www.ChicagoBikes.org)

This plan was developed by the Mayor's Bicycle Advisory Council. The Council was formed in the fall of 1991 for the purpose of developing strategies to make bicycling a more convenient and attractive transportation alternative, for both commuters and recreational users. The Council includes representatives from the bicycling and business communities, environmental organizations, and government agencies, including the:

- Chicago Cycling Club
- Chicagoland Bicycle Federation
- Friends of the Parks
- Messenger Service Association of Illinois
- Chicago Area Transportation Study (CATS)
- Chicago Park District
- Chicago Transit Authority
- City of Chicago
  - Department of the Environment
  - Department of Planning and Development
  - Department of Police
  - Department of Transportation
  - Mayor's Office of Special Events

Inside back cover is white

