



# Regional Call to Action

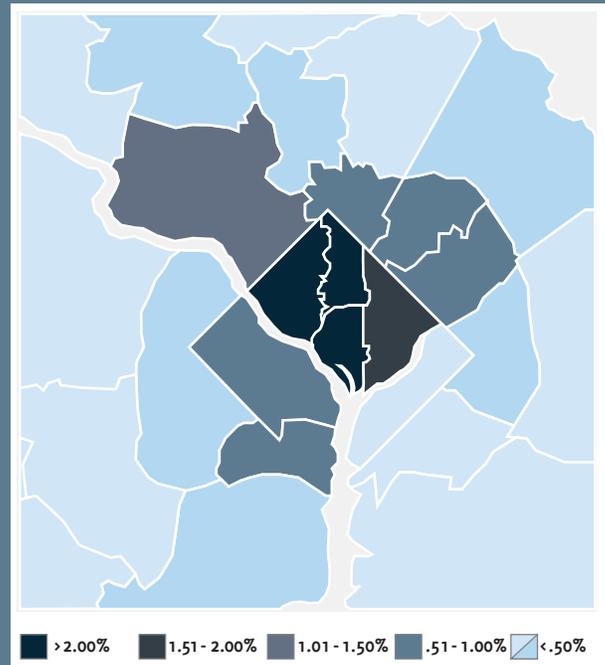
Washington Area Bicyclist Association • Fall 2011

# Introduction

Bicycling is increasingly accepted as a legitimate form of transportation that should be accommodated and promoted. The prevalence of bicycles on the streets has increased by an order of magnitude in downtown Washington and some of the inner suburbs. Bike lanes, bike share stations, and other signs of bicycle mobility are becoming a regular part of the landscape. Even jurisdictions that currently lack bicycle infrastructure have begun planning for a future that including bicycling.

New riders bring new opportunities—and new challenges. There is still great need to encourage ridership, take steps to make bicycling possible as a means of travel, and have governments accept the legitimacy of bicycling as a transportation mode. There is also a need to do more. There is a need to move beyond simply making bicycling possible and legitimate, and toward making it truly functional and fully integrated into our transportation network and our transportation choices. To reach that point, we must expand and channel the energy of the cycling community toward that goal, and set a course to pursue it together.

In 2000, WABA envisioned the future of bicycle



## 2005 - 2009 American Community Survey Bicycle Share of Commuters

Source: Pucher, J., Buehler, R. and Seinen, 2011. *Bicycling Renaissance in North America? An Update and Re-Assessment of Cycling Trends and Policies*. *Transportation Research A*, Vol. 45, No. 6, 2011, pp. 451-475

advocacy for the Washington region in a document entitled “Bicycling in Washington DC: A Call to Action.” This plan identified the need for increased miles of bike lanes and bicycle routes, planning and building of multi-use paths, increased bicycle and motorist safety education, better safety reporting, and better bicycle parking. By rooting advocacy in that Call to Action, WABA and the cycling community have pushed for improvements, and as a result, bicycling has exploded in the Washington region. In 2000, the District of Columbia had 2.7 miles of bike lanes and



# Introduction

a bicycle mode share of 1.16%. Today, DC has over 50 miles of bike lanes, and mode share has nearly tripled to 3.1%. The District has earned Silver Level Bicycle Friendly Community status and has one of the highest commuting rates in the nation.

Bicycling in the DC metro area today is a far cry from the dismal state described in that 2000 Call to Action document, and that progress is credited to everyone who has contributed to the efforts of the past decade. While much remains to be accomplished,

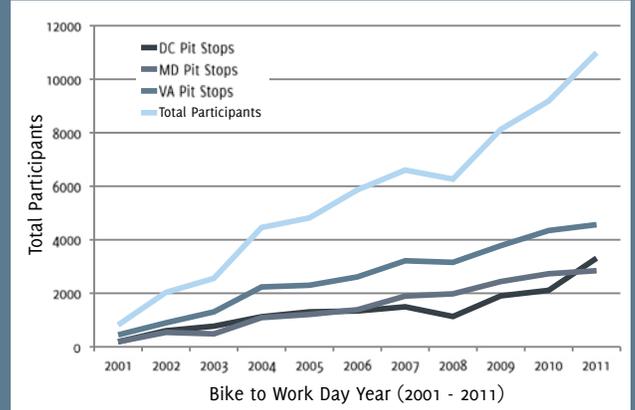
the goals set in the original Call to Action have been achieved. We now need to move on to make cycling a reasonable transportation option for more people; targeting the concerns of the 60% of the population that is interested in cycling but has not yet embraced it as a way to get around because they do not perceive it as a functional and viable alternative for their transportation needs. We must come together to continue the growth and transformation of cycling in the region to accommodate not just the dedicated devotees of the bicycle, but everyone.



# Purpose & Need

This Regional Call to Action expands the original Call to Action, which concentrated on the District of Columbia, seeking to bring focus, coordination and energy to the many regional efforts to grow cycling.

Our region is large, with a wide range of land use patterns, transportation systems, political and planning structures, and financial constraints. Thus, the approaches and strategies to be applied to each jurisdiction will be varied, and development of the proper approach will require the input from members of those communities—local advocates familiar with the on-the-ground reality, contributing the handlebar perspective. The advocacy approaches in communities that have been long-established as bicycle friendly, such as Arlington, will be vastly different from those in the less dense and more auto-centric areas like Prince George’s and Fairfax Counties. Yet differences in approach cannot simply be drawn along jurisdictional boundaries. For example, areas such as Bethesda and Silver Spring are more similar to the District than then they are to less dense, in-county towns like Darnestown. Enabling local advocates to contribute to open, situationally-dependent planning for targeted transportation investments is essential to growing



**Growth of Washington Regional Bike to Work Day (2001 - 2011)**

bicycling on the local level.

We cannot overlook the factors that make every project and every place unique, requiring its own approach. Nonetheless, the growth of bicycling in the region requires a coherent regional vision. For our efforts to become greater than their simple sum, there must be some unity among the many planning bodies, transportation agencies, and advocacy/ advisory groups. While we may follow a strategy of engaged, relentless incrementalism through numerous avenues region-wide, it is critical that we be moving toward the same goal.

***The purposes of this document are to state that goal and to clarify how advocates throughout the region can best position themselves to pursue it.***



# Purpose & Need

As we toured the region holding public stakeholder meetings seeking the input of cyclists in advance of this Regional Call to Action, we were struck by the level of participation and number of ideas and issues that arose. With nearly a thousand ideas provided by well over a hundred cyclists, we must acknowledge that no single group or organization can take on every need and pursue every idea. Yet as a community, with a well-developed network of cyclist-advocates, we can operate strategically to achieve much more together and cooperatively than we can separately or competitively. We have achieved great things as a region in the decade since WABA's original call to action, and we now have the benefit of more

cyclists on the roadways, more cycling advisors and advisory groups in positions to be heard, more critical relationships in place, and more models of success to build upon. The parts of this region are diverse. The decision-making systems are often disconnected. So region-wide advocacy will demand a variety of approaches. But the mechanisms are in place to channel the energy of cyclists toward the completion of the thousand projects to serve today's cyclists, and toward the even greater goal and larger vision of a region that truly makes cycling a functional transportation choice that fits into the lives of residents and visitors as easily as cars, taxis, buses, and metro.

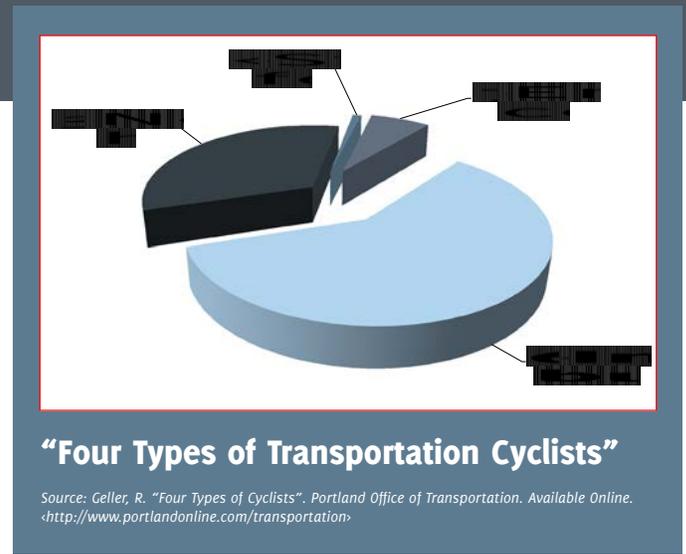


# Current Conditions

Today, we see a region divided in its approach toward bicycling as a means of transportation. With fragmented political, transportation, planning, and enforcement structures, we cannot expect uniformity. But while some jurisdictions within our region compete to be the most bike-friendly and seek such designations, others lag behind—failing to fully acknowledge the need to provide safe access for cyclists, much less taking steps to do so.

We see the success of programs like Capital Bikeshare inspiring political leaders to look to be the next to bring bikesharing to their communities, alongside refusals to incorporate bicycling facilities into roadway designs. We see 10,000 enthusiastic cyclists at Bike to Work Day alongside an across-the-board reluctance to adopt laws that fully protect cyclists and train officers in how to enforce them. We see innovative ideas shelved for lack of funding and political will, while larger expenditures to maintain the status quo of auto-centric design go unchallenged.

Across the board, there is ample room for growth and improvement. According to the Portland Department of Transportation, only eight percent



(8%) of the population consider themselves “fearless” or “confident” such that they are likely to ride on roadways not designed with cyclists in mind. But there is another sixty percent (60%) of the population that self-identifies as “interested but concerned”—suggesting that over half of the nation’s population could be reached if their concerns could be alleviated. Every member of that “interested but concerned” group is a potential cyclist for our roadways and trails, a potential advocate for the next generation, a potential customer for our local bicycle shops, and a potential convert to a healthier and more sustainable mode of transportation. But currently, the vast majority of that 60% is not cycling.





# What is Needed

Advocates must bring to the region a larger vision for bicycling. So long as projects continue to be planned for other modes, with bicycle facilities squeezed into the margins—if easily feasible and of minimal cost—the bicycle transportation network will forever be marginal and disconnected. No series of incremental improvements under those conditions will result in the complete embrace of bicycling as a functional transportation choice.

To varying degrees, local jurisdictions have begun to accommodate the 8% of bicyclists who are “strong & fearless” and “enthused & confident.” Today’s cyclists and today’s WABA members are drawn from that same 8%, as are the local advocates who will push for improvements in their own communities to make the roadways better—and the decision to ride a bike—easier. But we must remember that the types of improvements and changes that will serve and satisfy the 8% will not be sufficient for the next 60%. It is our responsibility today to advocate for the next 60%, and to pursue a vision of bicycling in our region that includes those people, from Prince George’s to Fairfax, from Anacostia to Potomac, from toddler to great-grandmother, from commuter to racer.



In its prior iteration, WABA’s Call to Action was directed to the DC government to take steps to change its structure and include champions of bicycling within the government. We called, for the first time, for DC to hire full-time employees dedicated to improving the state of bicycling. Today, most regional jurisdictions have such a person inside the government<sup>1</sup>.

But today, the call to action is not to the governments

<sup>1</sup> Though, notably, Prince George’s County does not, and should be called out for this deficiency.



# What is Needed

alone. This call to action is directed to all cyclists in the region who want to see conditions improve. It is up to you to help drive the change, direct the growth, and set the vision for a truly bicycle-friendly region in which cycling is a functional transportation option for all who wish to use it. Today we have an ever-growing number of cyclists and a network of local bicycling advisory groups operating and engaging within our region. Forty years of effort, organizing, education, and advocacy by WABA and other groups have moved cycling forward in the region so that now these various avenues for advocacy and input

exist. These are the opportunities that cyclists worked to create, and now they must be maximized to take cycling beyond just the next incremental improvement. It is time to supplement the incremental improvements with a greater vision of the type of region that will make cycling appealing to that next 60% of the population. We must make it a functional option and a viable transportation tool for the broader population who are interested in a better transportation option on its own merits.



# Vision: Bicycling as a Functional Choice for the Next Sixty Percent

## Connected + Usable + Safe + Protected = Bicycling as a Functional Transportation Choice

*Our goal is to make cycling a functional, viable choice in the regional transportation landscape—on equal footing with other modes—and to design, plan, and program for the results.*

Our vision of bicycling must grow beyond simply the next mile of bike lane, the next inverted-U parking rack, or the next trail clearing. We must pursue a broader vision of bicycling as a functional means of getting people from the Point A's to Point B's that comprise the transportation origins and destinations of their daily lives. When bicycling is made **connected, usable, safe, and protected** such that it can be integrated easily and without fear into people's daily lives, the next wave of "interested but concerned" individuals will make the rational choice to integrate bicycling into their daily lives where and when it best meets the need at hand.

It is no longer sufficient to see infrastructure, absent context, as a worthy goal. Miles of bike lanes are

not equal in either quality or utility, and it is past time to pursue the highest utility or function for the greatest number of potential cyclists in our resource allocations. Thus, we should maximize connectivity, usability, safety, and protection—and begin planning for the demand induced by the improvement of accommodations, removal of concerns, reduction of barriers, and encouragement of higher ridership.

### Enhancing the Toolkit

#### 2000

- Miles of striped bicycle lanes
- Trail miles built
- Classes for cyclists
- Count miles striped and number of riders
- Bicycle racks

#### 2011

- Connectivity of protected facilities
- Trails built and maintained for transportation
- Classes & workplace seminars for cyclists of all ages, enforcement officers, & drivers
- Count ridership, mode share, economic impact of cycling, bikeability metrics, accounting for externalized benefits
- Municipal bike parking program, Metro parking accessibility improvements, bike parking requirements in law and regulation



# Connectivity

## Can I physically get where I want to go by bike?

For any transportation option to be viable, it must get people where they want to go. Traditionally, bicycle engineering has been about finding ways to accommodate bicycles along the rights-of-way of roads and railways, shoehorned in when improvements were scheduled to be made. Bicycling improvements, therefore, were rarely the primary driver of the design or the purpose of the project.

Looking ahead, projects should focus on connecting people from origins to destinations. Bicycle facilities should be developed with the goal of connecting areas of high residential density with areas of high destination density (e.g. employment, retail, and community centers)<sup>1</sup> and forming a network of such hubs. This does not mean that roadway and rail connections should be avoided. Often they exist because they are the most direct connections among hubs. But the goal of connecting hubs should come first and not be subsumed by the effort to redesign the roadway.

Connectivity allows the bicycle to fit into one's daily life. It lets one take the bicycle where the bicycle is the appropriate tool for the trip, park safely and switch to another mode, and return. Connectivity also requires that relied-upon connections be maintained and accessible.<sup>2</sup>

*Key Concepts in Connectivity: destination density, bikesharing, bicycle parking, multi-modal hubs and accessibility, facility maintenance/closure.*

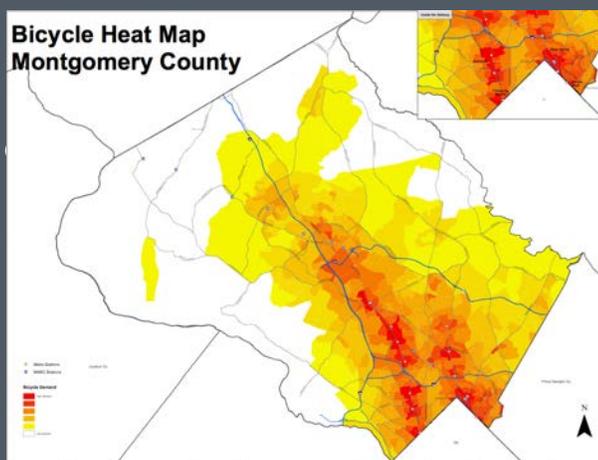
<sup>1</sup> The federal Safe Routes to School program can be viewed as an example of this model, as funding is allocated for improvements in the immediate vicinity of schools (i.e., destinations of high community density, albeit with standing limited to elementary students).

<sup>2</sup> A connection that is so potholed as to be unsafe, covered in snow or mud, or closed after dusk is—for many users—not a viable connection at all.

### Montgomery County Heatmap

The Montgomery County planning department has created a planning tool integrating this idea of connectivity to prioritize investments in bicycling infrastructure. It combines elements of residential, retail, and employment density—as well as transit accessibility—to identify potential transportation hubs where bicycling infrastructure could contribute best to

Source: "Bicycle Demand Map". Montgomery County Planning Department. Available Online. <[http://www.montgomeryplanning.org/transportation/bikeways/bicycle\\_demand\\_map.shtml](http://www.montgomeryplanning.org/transportation/bikeways/bicycle_demand_map.shtml)>



# Usability

Do I have the information I need to get easily where I'm going using an appropriate route?

Connectivity alone is not enough for a facility to be functional to the average cyclist. The region contains numerous trails that provide viable connections between destinations, but many cyclists fail to take advantage because they are unaware of the connectivity that does exist, or unable to use the connection easily. Especially as we design for less experienced and wholly new cyclists, it becomes vital to take steps to provide key network information to overcome the intimidation of the unknown.

Routes and trails should be clearly marked and sensibly designed to be easily followed by anyone without a map. Signage is critical to providing information on routing, and on the proximity to nearby destinations.<sup>1</sup>

Facilities should be designed with bicyclists in mind, including curb cuts—but excluding sharp ninety degree turns. Street signs and telephone poles should be kept out of space intended for bicycling, and call signals and signage should be placed where usable to bicyclists as well as pedestrians and motorists.

<sup>1</sup> Many trails were originally built with a primarily recreation purpose, but act as connections to destinations for many cyclists. Tasteful signage highlighting key destinations accessible from a trail should be added to improve wayfinding and encourage functional trips by bicycle.



In sum, people should be given the information and tools to use roadways, bicycle facilities, and trails seamlessly and intuitively. Just as access signage and information on roadways is disseminated throughout neighborhoods to promote accessibility, so should information for bicycle facilities.

*Key Concepts in Usability: wayfinding, destination vs. route information, mapping, design from handlebar perspective.*



# Safety

## Am I physically protected and able to share space with other road or trail users with a low level of risk?

Safety should not be the primary reason to choose one mode of transportation over another. Walking, bicycling, transit, and private automobiles should all provide users safe passage to their destinations. The transportation mode choice should be based on what is most efficient and effective in terms of trip distance, type, and cost.

Transportation planners should seek to physically

separate bicycles from cars whenever possible using facilities such as cycle tracks, buffered bike lanes, bike paths and similar infrastructure. New cyclists will be drawn to bicycling through the added safety of physical separation. Furthermore, reducing possible conflicts between cars and bicycles by including clear signage, coloring distinctive space for bicycles, and adding similar “indicators of separation” can significantly increase both safety and the user’s perception of safety.

In addition to physical improvements, a culture of safe roadway usage must be cultivated. Proper roadway behavior must be encouraged and reinforced through fair and informed enforcement practices. New bicyclists of all ages will need to learn to operate and handle their bicycles for the variety of conditions they may face. Education should be easy to find, free or at very low cost, and tailored to all ability levels and ages.

*Key Concepts in Safety: physical separation, color distinctions, education, design from handlebar perspective.*



# Protection

## Am I protected by the legal and enforcement system while using the transportation network?

Separate from physical safety on the roadway is the bicyclists' level of protection afforded by the enforcement and legal systems that regulate our rights and responsibilities on the roadway. Enforcement officials should be held responsible for knowing and understanding how their jurisdiction's laws apply to cyclists, and for protecting the rights of cyclists as they would any other roadway user.

The entire Washington area—including DC, Maryland, and Virginia—is one of the very few areas of the nation retaining the contributory negligence liability standard. Insurance companies often deny coverage if the injured party (most often the cyclist due to comparative physical vulnerability in a bike-car crash) is deemed to have any fault at all in the crash, leaving that the injured party unable to recover compensation for his or her injuries.<sup>1</sup> In this environment, faulty citations and poor understanding of the law by enforcement officials have serious ramifications.

A system designed with cyclists' protection in mind would reform or repeal the contributory negligence

<sup>1</sup> Although the law also includes a "last chance rule" that often would allow the cyclist to recover damages, cyclists usually do not have lawyers to contest the erroneous legal statements provided by insurance companies when they deny claims.

### The Value of Data

As a field, bicycle advocacy suffers from a lack of reliable data. While many advocates are working to address this problem, measuring bicycling behavior and attributes remains a challenge. But the need for open, available data is critical to keeping bicycling on the policy agenda. Opportunities can often stem from problems, and problems are defined and communicated by data. Similarly, improvements and solutions are judged by data. As advocates, it is important to push transportation and planning agencies to collect and use data in their decision-making. From trail counters to clear, transparent budget reports, advocating for better bicycling includes advocating for, collecting, and using better bicycling data.

liability standard, recognize the vulnerability of cyclists on the roadway, provide for safe passing, require due care of roadway users in the operation of vehicles, and ensure prompt enforcement of violations resulting in unsafe conditions, regardless of mode.

*Key Concepts in Protection: enforcement, liability standards, lawful behavior, due care.*



# Strategy

## Empowering Advocacy and Advocates in the Region

As bicycling continues to grow, one of WABA’s greatest challenges becomes responding to the demands of success. WABA must continually rely on its member-advocates to keep abreast of local actions affecting cycling, provide input into public processes, and ensure progress toward the connected, usable, safe, protected bicycling improvements that will make cycling a viable option for the next wave of cyclists.

The region is fortunate to have the engagement of tens of thousands of cyclists, thousands of WABA

members, numerous local organizations, and dozens of local bicycle shops and co-ops—each of which has a role to play in improving conditions in the region. To maximize our efforts as a bicycling community and ensure that our efforts are complementary in the pursuit of our vision for bicycling in the region, it is vital that each actor play the appropriate role. Thus, we all empower one another to bring about improvements.

**Individual Advocates:** You are the key to growing and improving bicycling in the region. It is the individual cyclist on the roadways and trails who sees the conditions, understands the detailed needs, and communicates those needs to your advocacy representatives. You call your local officials when conditions are sub-par, you let your local bicycling advisory or advocacy group know about it, and you speak on your own behalf as a cyclist engaged in the issue and working for a solution.

**Local Advisory/Advocate Groups:** These groups work on a regular basis with local officials to make a particular jurisdiction more bike friendly. Whether in a governmental role or as an outside advisor, they provide detailed local knowledge and a connection

The diagram illustrates the interconnected roles of four entities in bicycle advocacy. At the center is the text "Bicycle Advocacy". Surrounding it are four boxes, each with a wavy arrow pointing towards the center. The top-left box is "Local Advisory & Advocacy Groups", the top-right is "Local Bicycle Shops & Co-ops", the bottom-left is "WABA: The Regional Advocacy Organization", and the bottom-right is "Recreation, Ride, & Competition Organizations".

### Communicating to Empower Advocacy

The effectiveness of regional advocacy spread among so many actors depends on communication. WABA depends on individual cyclists and local groups to communicate the need for targeted action alerts and campaigns. Local groups depend on WABA to spread their message to the larger cycling community, and to strategically demonstrate that support to decision-makers.



between individual bicyclists and officials within the jurisdiction to bring about improvements.

**Local Bicycle Shops & Co-ops:** As the bicycling organizations with which everyday cyclists have the most contact, shops and co-ops play a critical role in encouraging cycling and promoting bicycling as a positive, inclusive, and welcoming activity. With a physical space and presence and the ability to fulfill the repair and retail needs nearly every cyclist will encounter, local shops have the ability to communicate to large numbers of cyclists and to bring people together, whether for rides, for classes, or for advocacy initiatives.

**Recreation, Ride & Competition Organizations:** Most of us enjoy riding our bikes for recreation or competition, in addition to transportation. Groups that serve the recreational and competitive needs of cyclists have opportunities to encourage cycling by being welcoming and inclusive, teaching and modeling safe behavior on the roads and trails, and assisting with advocacy efforts that benefit their members, organizations, and goals.

**WABA: The Regional Advocacy Organization:** With a staff of advocacy and education professionals, a membership of several thousand regional cyclists, an audience of tens of thousands of cyclists and interested individuals, and forty years of experience advocating for better bicycling, WABA is positioned to undertake significant, regional goals in improving cycling and to provide assistance and tools to advocates and local groups when they encounter resistance and need additional technical or political support.<sup>1</sup>

---

<sup>1</sup> In addition to its regional advocacy role, WABA also plays other roles in providing education to adults and youth, extending bicycling outreach to underserved communities, filling gaps within the network of local advisory/advocate groups as needed, assisting jurisdictions in planning and funding bicycling generally, and growing advocacy capacity throughout the region.



# The Call to Action: Engage Today!

Better bicycling in the region depends on you. The structures are in place to bring about improvements, but they require the energy and the input of every cyclist. Improvements will result from a two-tiered strategy of bold vision and courageous action, supplemented by engaged, relentless incrementalism.

Whether you are in a position to propose a transformative connection or program, or you simply want a pothole filled, your input is important. If you can attend a single meeting, repair a single bike,

teach a single person to ride, mentor a single cyclist, contribute a single dollar, or provide a useful point of data, you can help keep bicycling moving forward.

**Engage, and join the movement to make cycling a functional, viable choice in the regional transportation landscape.**



# Appendix A: Local Resources

A list of local advisory and advocacy organizations within the region by jurisdiction, as well as key bicycling priorities for each jurisdiction as determined by WABA and local stakeholders.

## City of Alexandria

Alexandria Bicycle & Pedestrian Advisory Committee (BPAC)

Web: [www.bicycle.alexandria.va.us/](http://www.bicycle.alexandria.va.us/)

- Take advantage of transportation corridor planning opportunities to include bicycle elements
- Connect neighborhoods outside Old Town
- Address challenges Mt. Vernon Trail use of Union Street
- Seek opportunities for bicycle boulevards
- Reach underserved communities

## Arlington County

Arlington County Bicycle Advisory Committee (Arlington BAC)

Web: <http://www.bikearlington.com/pages/get-involved/>

- Treating trails as transportation
- Bicyclist education
- Equity of bicycling education/facilities/outreach to underserved communities
- Encouragement of bicycle-friendly National Park Service
- Promote regional stewardship, data-sharing, best practices

## District of Columbia

DC Bicycle Advisory Council (DC BAC)

Web: <http://dcbac.blogspot.com/>

- Provide protected bike facilities (e.g. cycletracks)
- Expand cycling in underserved communities
- Improve connectivity to schools, metro, community destinations
- Make travel along diagonal streets safer
- Improve enforcement of laws and legal protection of bicyclists



# Appendix A

## Fairfax County

Fairfax Advocates for Better Bicycling (FABB)

Web: <http://fabb-bikes.org/>

- Secure dedicated funding for implementing the bicycle master plan and for expanding the bicycle program
- Improve safety on arterial streets, build key trail connections on local streets, and build additional crossings of major barriers such as Dulles Toll Rd, I-66, I-95, and I-495.
- Implement and promote a wide range of bicycle safety opportunities for county residents
- Take advantage of transformative projects (e.g. Silver Line station development) to incorporate significant bicycling improvements
- Support Fairfax Co Public Schools in large-scale implementation of the Safe Routes to School Program

## Montgomery County

Montgomery Bicycle Advocates (MoBike)

Web: <http://www.mobike.org>

Montgomery County Bicycle Action Group (MCBAG)

Web: <http://www2.montgomerycountymd.gov/DOT-DTE/BikeWays/BWHome.aspx>

Rockville Bike Advisory Committee (BAC)

Web: <http://www.rockvillemd.gov/recreation/bicycling/rbac.htm>

- Complete key trails, including Metropolitan Branch Trail and Capital Crescent Trail, paved fully to Silver Spring, and Bethesda Trolley Trail and ICC segments
- Use Bicycle Focus Map to prioritize connectivity in areas of higher density
- Improve Metro connections and accessibility
- Ensure appropriate maintenance for bicycle infrastructure



# Appendix A

## Prince George's County

Prince George's County Bicycle and Trails Advisory Group (BTAG)

Web: [http://www.pgplanning.org/About-Planning/Our\\_Divisions/Countywide\\_Planning/Transportation\\_Planning/Trail\\_Planning/BTAG.htm](http://www.pgplanning.org/About-Planning/Our_Divisions/Countywide_Planning/Transportation_Planning/Trail_Planning/BTAG.htm)

- Dedicated bicycling staff with clear deliverables within the county government.
- Extension of the WB&A Trail, both westward and eastward
- Road diets for major connective arteries (e.g. MD-450)
- Functional connections to transit hubs
- Improve Wilson Bridge connectivity



# Appendix B: Call to Action Process

Seeking the input of the cycling community was the starting point for this renewed Call to Action. Although we seek to expand cycling beyond the current core of bicyclists, we need and value the input of those who have a handlebar perspective on the roadways and trail of our region.

During the fall of 2011, WABA held six public stakeholder meetings throughout its regional service area. Community members were asked to give their top bicycle advocacy needs and goals at the meetings. In addition to the public meetings, input was sought through WABA's website and by email. Over 100 local community members provided their input.

With the input from the bicycling community, WABA staff, directors, and advisors prioritized advocacy goals for the final Call to Action plan. On November 3rd, 2011 a Regional Call to Action Summit was held at the Waterview Conference Center in Arlington, Virginia. The final Call to Action was presented to members of the Summit.



WABA is exceedingly grateful to the MARPAT Foundation, which graciously provided the funding to support this process and the many hours of work that went into the meetings, priority setting and analysis, Regional Call to Action Summit, and this document.

## What We heard

In meetings throughout the region, WABA asked attendees to group their feedback according to the traditional “5 E’s” (engineering, enforcement, education, encouragement, and evaluation), and by timeframe (short, medium, long). We received hundreds of comments, ranging from very specific facility proposal to broad policy goals. By and large, however, the feedback fell into the following themes:

- Connectivity
- Accommodations & Maintenance
- Advocacy meetings and discussions
- Classes & Behavior
- Data & Reporting

These themes have been expanded upon, with an added emphasis on encouraging the growth of cycling to those who are not current cyclists, in creating the structure of this document. Specific feedback received at the local meetings is included in the Appendix.



# Appendix C: Stakeholder Input

## City of Alexandria

### Engineering

#### Next Year

- Bike racks on DASH buses
- Network signage
- Safe routes to stores, schools, libraries
- Capital Bikeshare in Alexandria
- Maintenance & snow removal on bike lanes/trails
- Parking: commercial & on-street corral
- Route identification and wayfinding signage

#### 2 to 3 Years

- Access to metro stations
- Wilson Bridge to Huntington
- Repair MVT trail between Mt Vernon & Rt. 1
- Cycle tracks on main arteries

#### 3-5 Years

- Neighborhood access
- Improvements at Ft. Belvoir
- Wider trails and better connections among them
- South Fairfax connection
- Address gaps in system
- Wilson Bridge to DC connection

### Education

- Create responsible cyclists committee
- Better trail manners

### Encouragement

- Group rides with officials, law enforcement
- Car-free street days
- Raise awareness/publicity of cycling
- More cross-jurisdictional cycling events
- More commuting gear at local bike shops
- Outreach to underserved communities
- Engage business support, especially on parking issues
- Promote bike tourism
- Encourage more women to bike

- Goal of 50% of kids bike/walk to school

### Enforcement

- Increased traffic enforcement
- Enforce auto passing distance & speeds
- Educate enforcement officials

- Bike lane ROW priority over cars

### Evaluation

- Cross jurisdictional needs study
- Study of commuter behavior
- Analyze barriers to cycling for specific communities



# Appendix C

## Arlington County

### Engineering

#### Next Year

- Signage, sharrows at dangerous intersections (esp. Walter Reed & 4 Mile Run)
- Improved signage: speed limits, shared-use path, audible warning signs, tourist destinations, bikeshare stations
- Improvements and signage for 14th street bridge route
- Pedestrian lead intervals at intersections (and cyclists' right to use it)
- Lighted, secure, covered parking at groceries
- Improvements alongside Columbia pike streetcar, including bike parking
- Lee Hwy & Key Bridge safety improvements
- Snow/ice removal; maintenance
- Expand cabi
- Enhance safety of GW Parkway crossing
- Pentagon Row bike trail
- Pentagon Row to DC Route
- Utilize protected bike lanes
- Seek opportunities for bicycle boulevards

#### 2 to 3 Years

- Widen trails
- MVT to Memorial Bridge
- Comprehensive paved trails reporting update by NPS
- Make George Mason more bike friendly
- Leesburg Pike/Bailey's Crossroads improvements
- Remove stop signs at trail crossings
- Repave multi-use trails
- Remove "dismount to cross" signs
- Access through Arlington Cemetery

#### 3-5 Years

- Bike-only route through Mall
- Potholes, uneven sidewalks, general maintenance improvements
- Key Bridge, Georgetown, Rosslyn
- Maple Ave./123, Vienna
- Separation of bikes/peds on trails
- Address need for bike parking in apartments
- Dedicated routes into DC
- 4 Mile Run to Potomac Yard
- Trail lighting
- Widen Roosevelt bridge
- Include bicycles in new roads (complete streets)
- Hoffman-Boston Connector

### Education

- Provide more education in underserved communities
- More "learn to ride" classes
- Market educational offerings to casual ride groups
- Professional driver training (buses, taxis, etc.)
- Education of police
- Bike education in schools, SRTS in schools
- Motorist education
- Ensure driver's ed curriculum includes bike section



# Appendix C

## Arlington County

### Encouragement

- Added outreach to communities without access to public transit
- More regional mtgs, advocacy coordination
- Ciclovía event
- Shower-only memberships at gyms
- Nonprofit employers acknowledge cyclists
- Bike benefits access for employees, guide for employers, promotion
- Signage on trains that bikes allowed
- Bicycle friendly business committee
- Invite elected officials on rides
- Bicycle friendly NPS
- Outreach to "non-lycra" crowd
- Information on advocacy available publicly
- Make Amtrak accessible
- Bikes on MARC/VRE
- Ask local shops to promote advocacy to customers
- Ask business owners to promote cycling
- Add shower facilities for commuters
- Fix WMATA elevator issues
- Improve access & parking at Metro
- Resources for commuters

### Enforcement

- Cell phone law & enforcement of it
- Headphones while riding/walking
- Police training as vehicular cyclists
- Outlaw Pennsylvania Ave U-turns

### Evaluation

- Crash reports and data analysis
- Crime stats on trails
- Map locations too dangerous for bikes
- Trail issue reporting tool



# Appendix C

## District of Columbia

	Next Year	2 to 3 Years	3-5 Years
<b>Engineering</b>	<ul style="list-style-type: none"> <li>• Use bike signals for bike facilities</li> <li>• Better wayfinding signage</li> <li>• East-west facilities and connections</li> <li>• NoMa &amp; Connections to MBT</li> <li>• Bikeshare growth</li> <li>• Signage at dangerous intersections</li> </ul>	<ul style="list-style-type: none"> <li>• Extend Penn. Ave. lanes from White House to Georgetown</li> <li>• Buffered bike lane on Irving</li> <li>• Irving/Michigan bike accessibility (hospital center)</li> <li>• Bike facilities at/on Metro</li> <li>• Continue MBT to north</li> <li>• Physically protected facilities</li> <li>• Engineering equity in roadway design</li> </ul>	<ul style="list-style-type: none"> <li>• Climbing lanes out of Rock Creek Park</li> <li>• Bike boulevards</li> <li>• Bike lanes as standard when resurfacing</li> <li>• Parking/garage pricing equitable</li> <li>• Improve light timing for cyclists</li> <li>• Better bridge connections</li> <li>• Speedbump cuts for bikes</li> <li>• Address non-connectivity of bike facilities</li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>• Educate to taxi drivers on driving near bikes</li> </ul>		<ul style="list-style-type: none"> <li>• Reach all kids with bike education</li> </ul>
<b>Encouragement</b>	<ul style="list-style-type: none"> <li>• Host repair classes &amp; co-ops</li> <li>• Improve helmet use for bikeshare</li> </ul>	<ul style="list-style-type: none"> <li>• Employer incentives</li> <li>• Improve crash report mechanism</li> <li>• Allow bikes on stairs in Metro if no elevator</li> <li>• Improve connection from 14th St. bridge to 15th St. cycle track</li> <li>• Mandatory helmet law</li> <li>• Expanded Beach Dr. car-free hours</li> <li>• Bike racks on taxis</li> <li>• Promote biking at all levels of schools</li> </ul>	
<b>Enforcement</b>	<ul style="list-style-type: none"> <li>• Enforce speed limits and school zones</li> <li>• Enforce traffic laws for cyclists</li> </ul>	<ul style="list-style-type: none"> <li>• No speed limits &gt; 25mph</li> </ul>	
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>• Improved incident tracking/reporting</li> <li>• Bike info incorporated into 311 (reporting)</li> <li>• Reporting on bicycle budgets</li> </ul>	<ul style="list-style-type: none"> <li>• Gather data on all trips, not just bike to work</li> <li>• Neighborhood bike-scores</li> </ul>	<ul style="list-style-type: none"> <li>• More open source data</li> </ul>



# Appendix C

## Fairfax County

### Engineering

#### Next Year

- Complete Streets Policy
- Intersection signage at blind turns
- Build sidewalks (especially universities)
- Signage on Fairfax County trail, including destinations
- Trail maintenance
- Connections to metro, park/ride, transit
- Ped signals on trails to be useable from bike
- Expanded use of sharrows and “Bikes May Use Full lane” signs
- Add bike parking at priority locations
- Schools access SRTS funding for infrastructure

#### 2 to 3 Years

- Expand bikeshare to GMU, Reston
- Bike parking/lockers at metro with video monitoring
- Routes along 128
- Reduction of “kiss & ride” for schools
- Road diets
- Better awareness of bridge improvements/rehabs
- Bike boxes
- Encourage FHWA experiments
- Adopt NACTO guide
- Use extra-wide right lanes with sharrows
- Remove stop signs at trail crossings

#### 3-5 Years

- Separate bike signals
- Bike/ped bridge over Fairfax Pkwy at South Run Rec. Center
- Fund and stabilize county bike staffing
- Safe crossings of barriers (US-50, I-66, toll roads, interstates)
- Separated bike lanes
- Bike bridge, in between Point of Rocks and Chain Bridge)
- Widen W&OD
- Trails along Dulles Rd (Rt 28)
- More grid streets and connectivity
- Parallel route along I-66, Custis extension
- More bike parking at office, retail, school destinations
- Overpass crossings at major roads
- Bike facilities on all major arterials

### Education

- Driver education on sharrows & new facilities
- Teach what's in driver's ed curriculum: bike question driver's test & driver's ed
- In school classes for bike/ped safety
- Radio ads to educate drivers
- Educate local advocates about funding sources
- Educate local advocates on planning process
- CCC classes in Fairfax
- Spanish language materials
- Kid-focused materials
- Reach immigrant employers, churches
- Teach bike police to ride safely



# Appendix C

## Fairfax County

	Next Year	2 to 3 Years	3-5 Years
<b>Education</b>	<ul style="list-style-type: none"> <li>• Bike light giveaway</li> <li>• Safety skill classes</li> <li>• Media training for local advocates</li> <li>• Train FCPS teachers to teach bicycle curriculum</li> </ul>	<ul style="list-style-type: none"> <li>• Integrate bicycling in to Standards of Learning (SOLs)</li> <li>• More bike skills rodeos</li> <li>• Form after-school bike clubs</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a course that allows kids to learn on bikes in a simulated road setting (e.g. Legoland)</li> </ul>
<b>Encouragement</b>	<ul style="list-style-type: none"> <li>• Community ride with stakeholders/officials</li> <li>• Family-friendly bike events</li> <li>• Better bike commuter benefit access, explanation</li> <li>• Commuter benefit into COG guide</li> <li>• Expand International Bike &amp; Walk to School Day in Fairfax schools</li> </ul>	<ul style="list-style-type: none"> <li>• Help hotels/employers have internal bike sharing fleets</li> <li>• Ciclovía events</li> <li>• “Commuter” subsidy for biking to school</li> </ul>	<ul style="list-style-type: none"> <li>• Destination complex for biking</li> <li>• Publicity campaign to promote culture of biking and walking</li> </ul>
<b>Enforcement</b>	<ul style="list-style-type: none"> <li>• Diversion program for drivers</li> <li>• Accessible police reports about bike &amp; ped crashes</li> <li>• Make crash report better for bikes</li> <li>• Trail crash reports</li> <li>• Train police in bike law and proper riding</li> </ul>	<ul style="list-style-type: none"> <li>• Legal aid fund for bicyclists</li> <li>• Driver diversion program for motorists</li> </ul>	<ul style="list-style-type: none"> <li>• Change contributory negligence laws</li> <li>• Mandatory “drivers exercise due care” requirement</li> </ul>
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>• Audit of trail/roadway intersections</li> <li>• Directory of how to report issues on roads/trails</li> <li>• Establish a “State of the County” annual evaluation process</li> </ul>	<ul style="list-style-type: none"> <li>• Install automatic bike counters &amp; coordinate with regional efforts</li> <li>• Complete and implement countywide &amp; Tysons bicycle plans</li> </ul>	<ul style="list-style-type: none"> <li>• Display running bike counts among popular facilities</li> </ul>



# Appendix C

## Montgomery County

### Engineering

#### Next Year

- 4 ft. apron, Beach Dr in Kensington
- Bike shoulder at library
- MARC train transit access
- Bikeshare in Bethesda, Silver Spring, Takoma
- Bethesda - Silver Spring detailed lanes
- NIH connection, route quality, standards
- Plowing and maintenance

#### 2 to 3 Years

- Silver Spring - Bethesda connection
- Lights on CCT
- Bikestation at SS transit center
- Parking at common destinations, ordinance, secure parking
- Safety improvements along MD 198
- MBT-CCT connection through Silver Spring
- Sligo Creek Trail connections to DC

#### 3-5 Years

- Crossing of Sligo Creek trail at Riggs Rd.
- Trail connection at Montgomery County Mall, Westlakes Rd.
- Gaithersburg/Shady Grove metro access
- Extend Paint Branch trail to connect suburbs of SS to downtown
- On-street bike parking in high-ridership areas

### Education

- Initial education for bikeshare users
- Share the road ad campaign

### Encouragement

- Website including main destinations & bike directions
- Trail maintenance contact sheet, who to call with issues
- Detailed bike map of Bethesda and Silver Spring
- Report on common hazards for bike commuters

- More women on bikes

- Shower memberships at gyms

- Encourage high school bike commuting

### Enforcement

- Speed cameras & Speed enforcement

### Evaluation

- Publicly available accounting of money spent on bike projects
- Public reporting of crashes

- Reinstate bikeway coordinator



# Appendix C

## Prince George's County

### Engineering

#### Next Year

- Bike lane directional marking (include arrows)
- Trail signage
- Bike parking
- Rt. 1 & University underpass (Paint Br Tr) improvements (mud, water--overall maintenance)

#### 2 to 3 Years

- Bike parking legislation/requirement
- Shoulder/trail maintenance policy
- Need for beltway crossings
- Policy for building shoulders on state highways
- Goddard Space Ctr. access
- Intersection clutter & quality, engineering standards
- Trail signage & connection to neighborhoods & destinations
- Bike commuter parking lots

#### 3-5 Years

- Regional connections & routes, especially east-west
- Beltway crossings policy
- Patuxent bridge
- Extend NW branch trail
- General trail connectivity improvements

### Education

- Law guides for each state with highlighted differences
- Motorist education

- DMV driver test changes
- Adult education program

- Understanding maintenance-responsible agencies & reporting mechanisms

### Encouragement

- Bike parking guide for businesses
- Roadway safety tips in traffic reports
- Prince George's County bike map
- Provide opportunities to connect advocates
- Police bike summit

- Metro stair usage policy (esp. when elevator broken)
- Group ride database & standard review system
- Trail towns program
- Training library
- Police training requirement

### Evaluation

- Coordinate bike improvements with local plans





**WASHINGTON  
AREA  
BICYCLIST  
ASSOCIATION**

**2599 Ontario Road NW  
Washington, DC 20011  
(202) 518-0524  
[www.waba.org](http://www.waba.org)**

*The mission of the Washington Area Bicyclist Association is to create a healthy, more livable region by promoting bicycling for fun, fitness, and affordable transportation; advocating for better bicycling conditions and transportation choices for a healthier environment, and educating children, adults, and motorists about safe bicycling.*