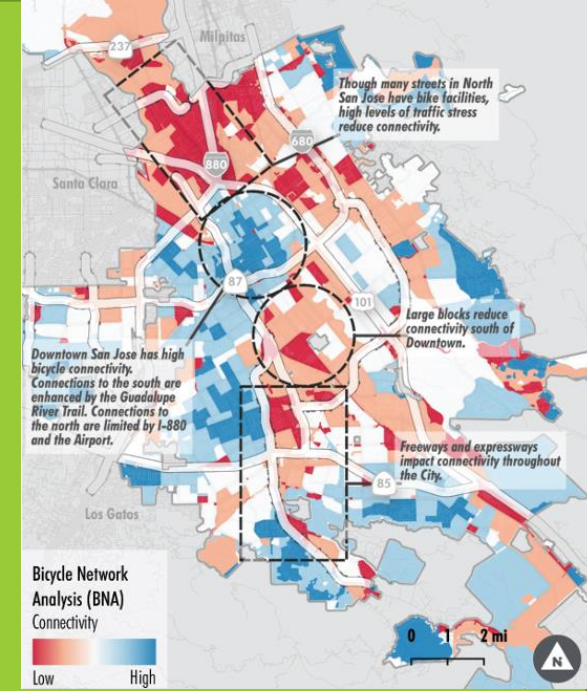




CITY OF
Ames™

Bicycle and Pedestrian Plan

CITY COUNCIL | AUGUST 16, 2022



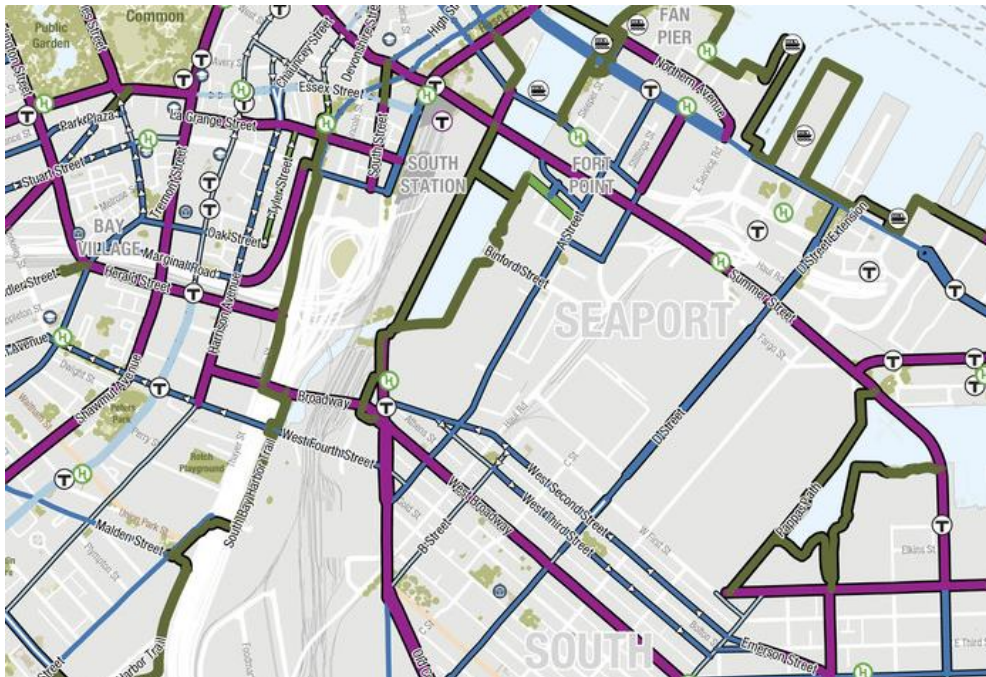
Thanks for helping to grow our food.
 Now help us get everybody home
 for dinner so we can enjoy it.

45% of all roadway deaths occur in rural areas.
 Slow down, drive carefully, and watch out for others.

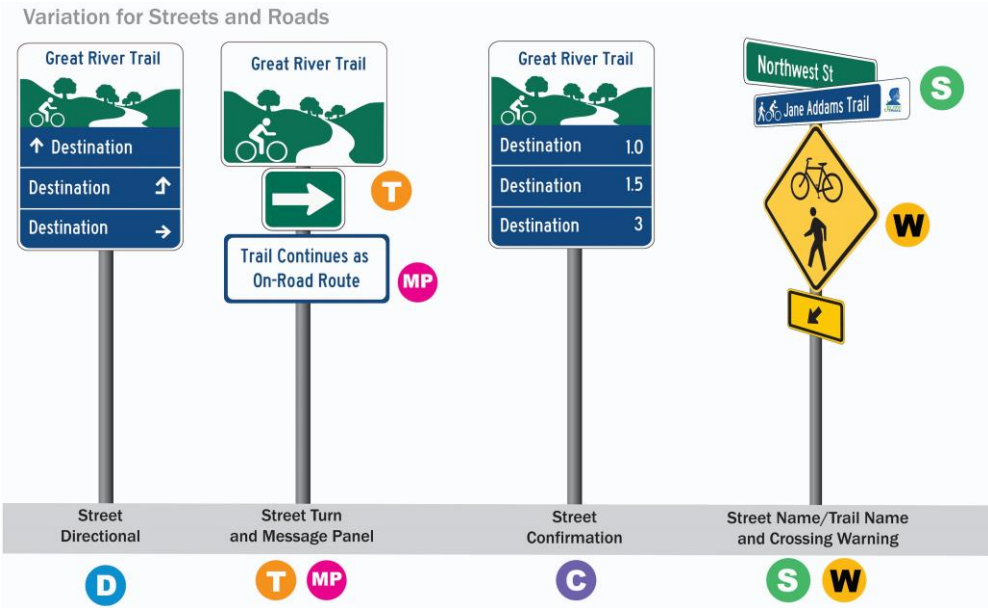
Fresno Council of Governments | SAFE ROADS SAVE LIVES

Project Parts

Part 1: Bicycle and Pedestrian Plan



Part 2: Wayfinding



Project Parts

Part 1: Bicycle and Pedestrian Plan

Task 1: Project Management and Administration

Task 2: Public and Stakeholder Engagement

Task 3: Existing Conditions

Task 4: Network Plan

Task 5: Implementation Strategy

Task 6: Draft and Final Plan

Part 2: Wayfinding

Task 7: Wayfinding Protocol

Task 8: Prototype Sign Plans



Part 1: Bicycle and Pedestrian Plan

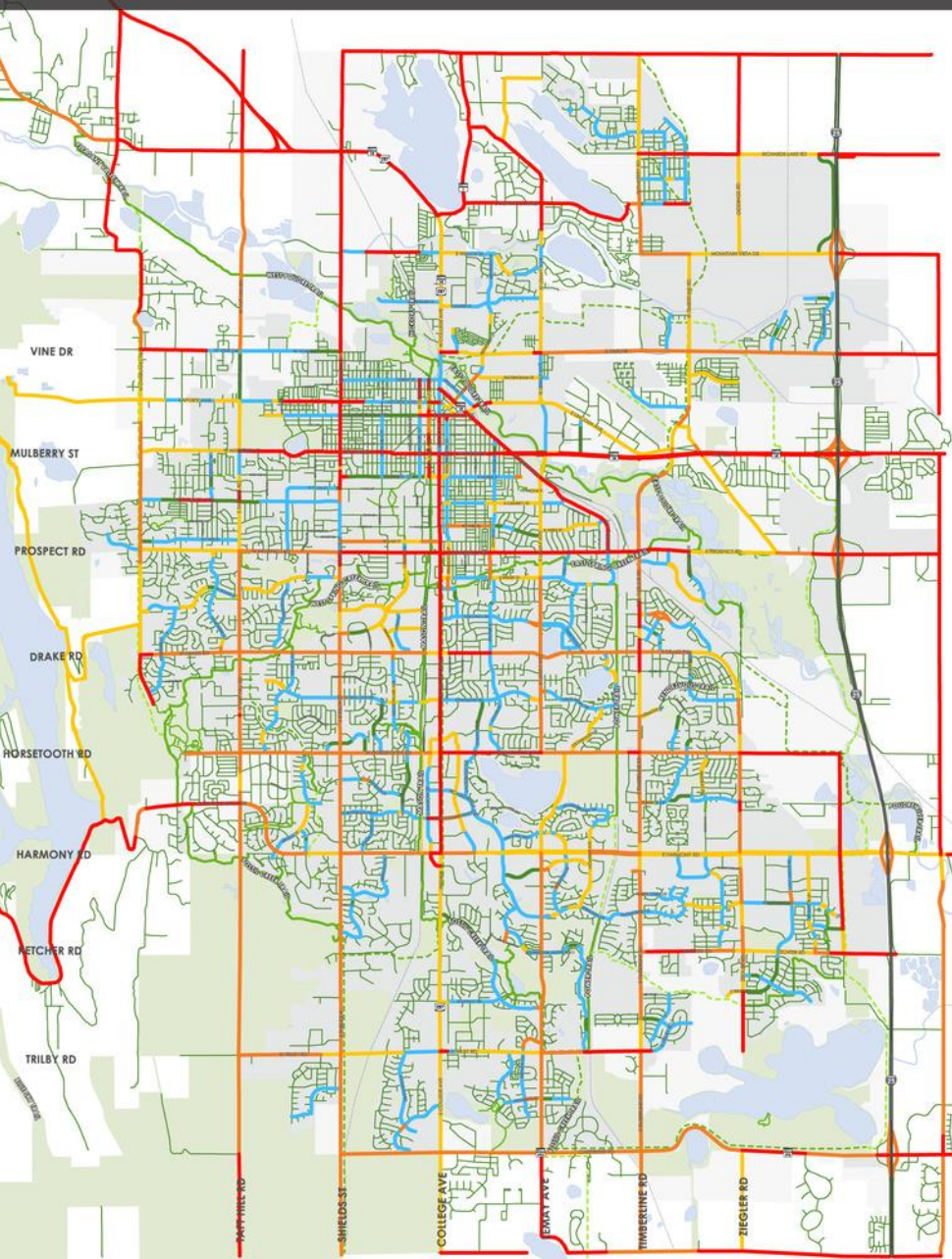
Task 2: Public and Stakeholder Engagement

- **Engagement Action Plan** – who, how, when, and why
 - Draft presented later in this meeting
- **Advisory Committees** – up to 6 meetings throughout project
- **Project Branding** – unique logo and identity
- **Online Engagement** – website, social media and email support, online interactive map, online survey and polls
- **In-person Engagement** – group rides/walks, pop-up events, draft plan open house



Task 3: Existing Conditions

- Plan and policy review – including municipal code sections
- Network evaluation
 - Activity snapshot *What are people doing now?*
 - Trip potential *What might people do?*
 - Systemic safety *Where are the crash risks?*
 - Pedestrian crossing level of traffic stress *What's comfortable?*
 - Bicycle level of traffic stress *What's comfortable?*
 - Bicycle network analysis *Where can people get to?*
 - Equity analysis *Do some have less than others?*
- State of active transportation report



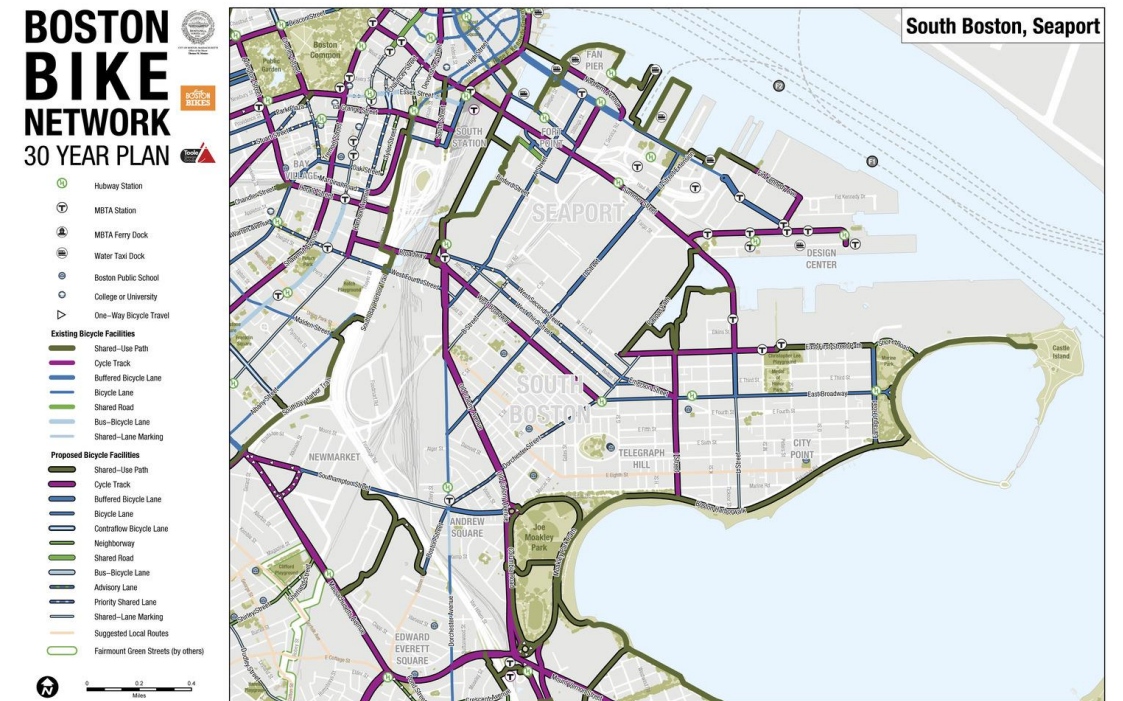
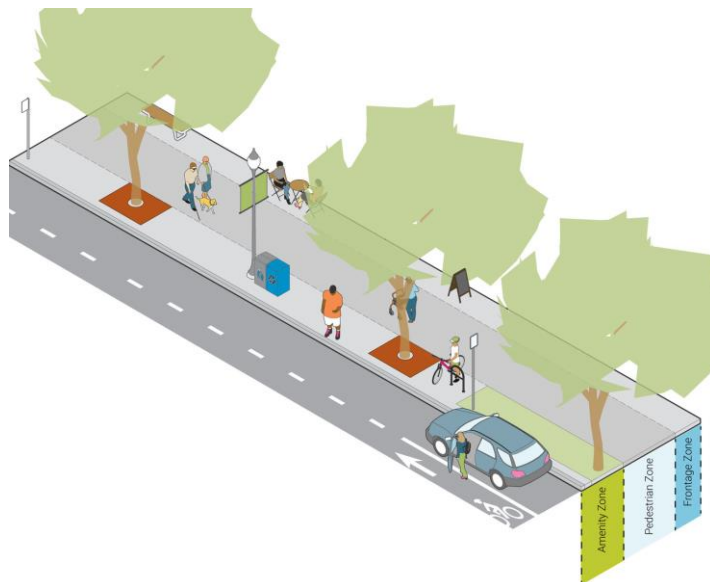
LEGEND

- LEVEL OF TRAFFIC STRESS 1
- LEVEL OF TRAFFIC STRESS 2
- LEVEL OF TRAFFIC STRESS 3
- LEVEL OF TRAFFIC STRESS 4
- LEVEL OF TRAFFIC STRESS 5



Task 4: Network Plan

- Vision and goals
- Framework and standards for facility selection – *translating vision into recommendations*
- Network plan



Task 5: Implementation Strategy

- Policy and programmatic recommendations
- Prioritization and phasing
 - Project prioritization model
 - Scenarios for network development
 - Phasing plan
- Concept plans
- Facility maintenance recommendations

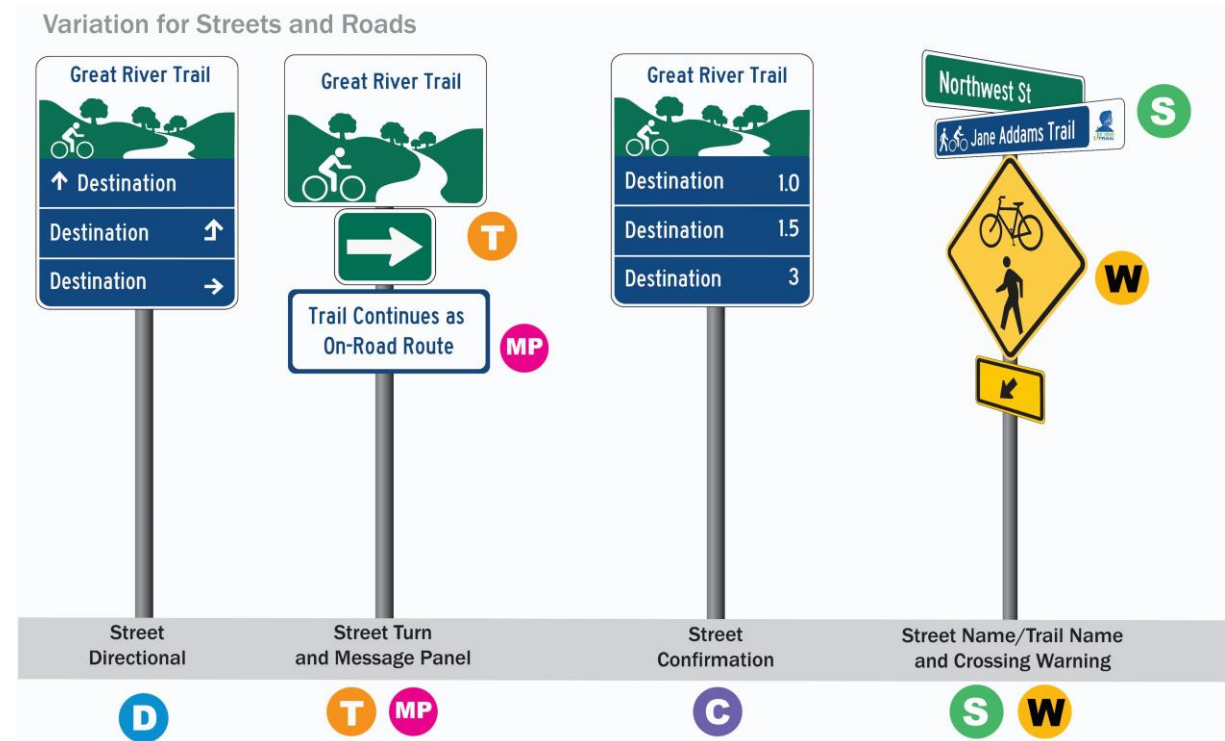




Part 2: Wayfinding

Task 7: Wayfinding Protocol

- Discovery
 - Review of existing signs, branding, and local agency capabilities
 - Principles and best practices for wayfinding
 - Destination hierarchy
- Sign design and placement guidelines
 - Sign concept development
 - Route prioritization
- Wayfinding protocol and implementation guide



Task 8: Prototype Sign Plans

- Sign plans for up to 4 miles of bikeways (trail, on-street, urban, and suburban)
- “Test” sign types and placement guidelines developed before finalizing protocol





Schedule: Part 1



	Jun 22	July 22	Aug 22	Sept 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23	May 23
Part 1: Bicycle and Pedestrian Plan												
Project Management & Administration												
Public & Stakeholder Engagement												
Phase 1												
Phase 2												
Phase 3												
Existing Conditions												
Networking Plan												
Implementation Strategies												
Draft and Final Plan												

Schedule: Part 2

	Sept 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23
Part 2: Wayfinding							
Wayfinding Protocol							
Prototype Sign Plans							



The background features a repeating pattern of light green arrows pointing towards a central dark green circle. The arrows are arranged in a radial pattern, creating a sense of convergence and focus.

Vision and Goals

Goals

E.g.

“engage ISU students”

“provide a clear project list”

“identify maintenance needs”

For the project

For the future
(outcomes)

E.g.

“everyone can bike to work”

“traffic deaths are eliminated”

“reduce carbon footprint”

The Plan

Vision & Goals Framework

Vision (1)

A description of what the community wants to be in the future

Start anywhere!

Goals (3-5)

Concisely divide the vision into defined outcomes

Performance Measures

Is what we're doing working?

Objectives / Principles / Values (5+ but optional)

What do we do to achieve the goals?

Active Transportation Goals: Best Practice



Improve Safety

- Increase comfort
- Reduce crashes and societal costs
- Eliminate fatalities (Vision Zero)
- Improve quality of life



Increase Mode Share

- Support climate goals
- Increase health
- Connectivity/access to destinations
- Less wear and tear / lower maintenance



Lead with Equity

- Race / ethnicity
- Income
- Age
- Ability

VISION

Bicycling is an important component of Cambridge's transportation system. Cantabrigians envision the day when they will be able to bicycle safely and comfortably to all destinations within the city. Streets and roads will be well designed to accommodate bicycling as a mode of transportation for people of all ages, abilities and identities.



GOALS

- ① Make a significant shift towards bicycling as a sustainable transportation mode
- ② Create a transportation system that is safe for and accessible to users of all ages, abilities and identities
- ③ Innovate and be an early adopter of best practices in bicycle infrastructure

TARGETS

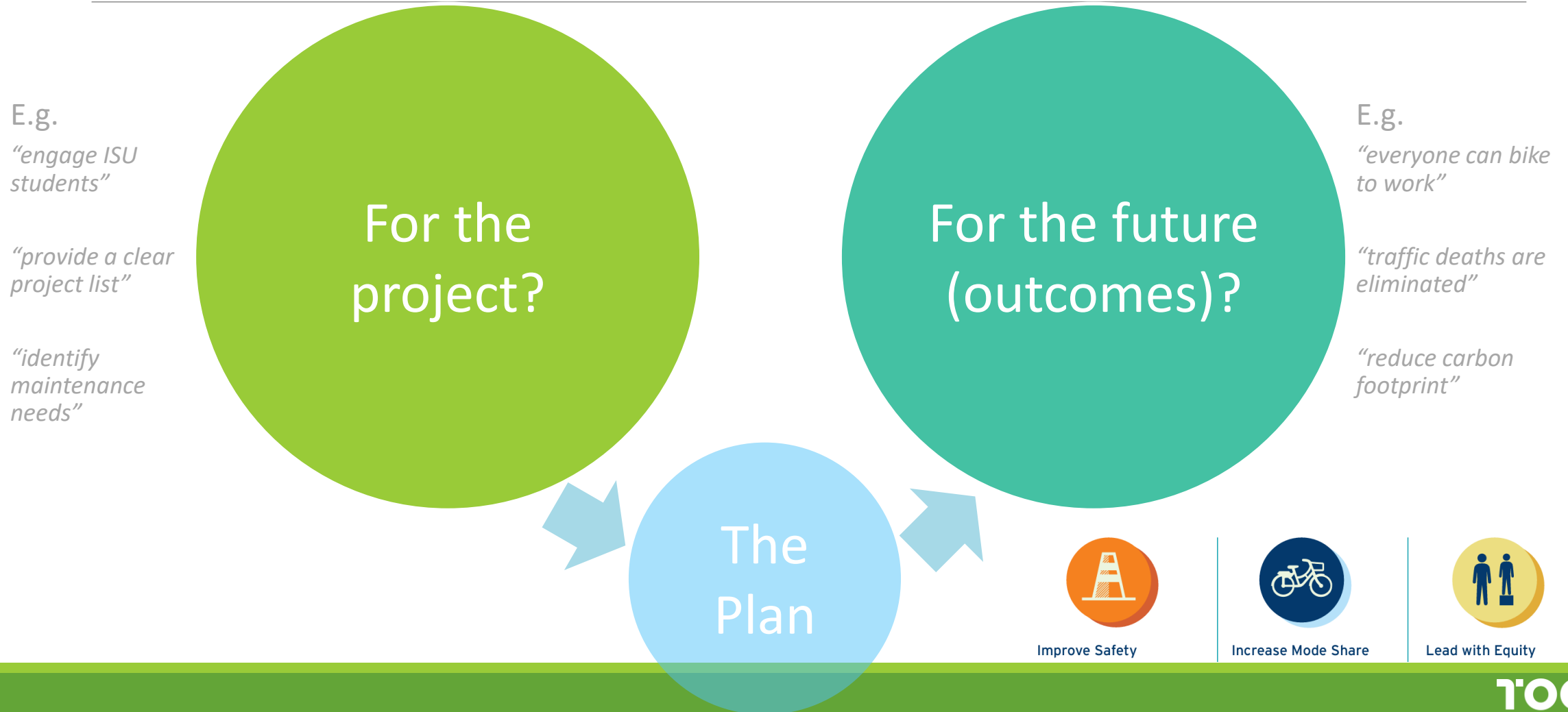
- Ⓐ By 2020, 10% of all trips in Cambridge will be made by bicycle
- Ⓑ By 2030, 20% of all trips in Cambridge will be made by bicycle
- Ⓒ By 2020, the percentage of children walking and bicycling to school will increase 20% over 2015 numbers
- Ⓓ Crash rates will continue to decrease with a goal of zero fatalities or serious injuries by 2020
- Ⓔ All streets will be bicycle friendly
- Ⓕ New facilities are prioritized based on the Bicycle Network Vision



CITY OF CAMBRIDGE
BICYCLE PLAN

TOWARD A BIKEABLE FUTURE
2020

Discussion: What are your Goals...





Public Engagement Process

Public Engagement Goals

- COVID-conscious
- Interagency coordination
- Authentic TAC and CAC participation
- Participant diversity
- Equitable and inclusive engagement strategies





Public



TAC



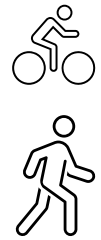
CAC

Engagement Audiences

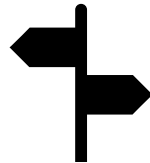
Public Input – Three Phases



Public Input – Three Phases



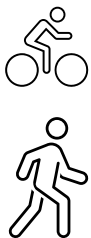
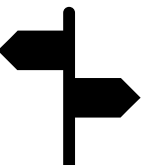
**Bicycle and
Pedestrian
Plan**



Wayfinding

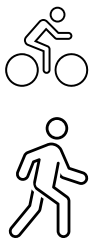
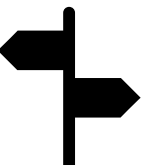
Public Input – Three Phases



 <p>Bicycle and Pedestrian Plan</p>	<p>raising awareness community values identify needs visioning</p>		
 <p>Wayfinding</p>	<p>wayfinding introduction</p>		

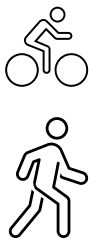
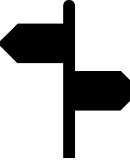
Public Input – Three Phases

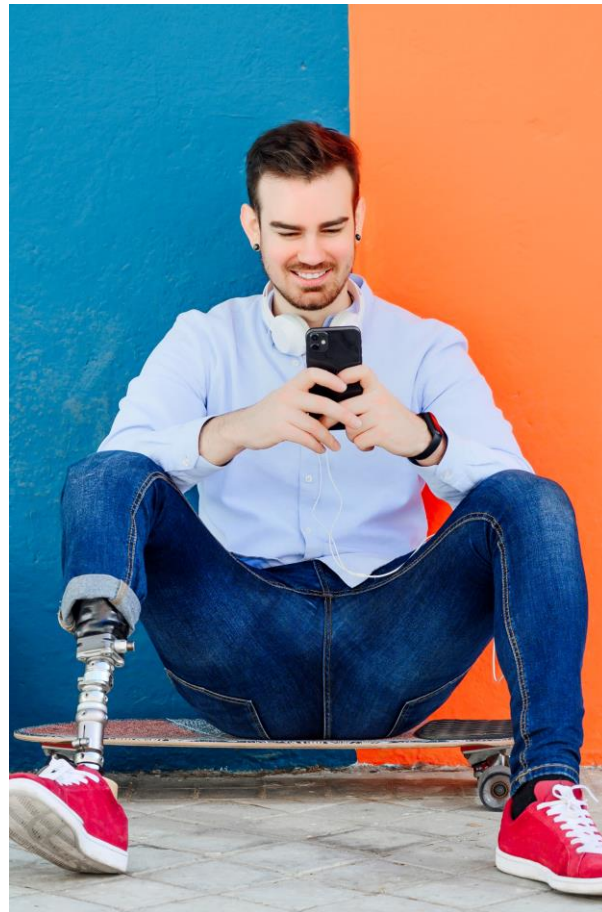


 <p>Bicycle and Pedestrian Plan</p>	<p>raising awareness community values identify needs visioning</p>	<p>proposed network and projects</p>	
 <p>Wayfinding</p>	<p>wayfinding introduction</p>	<p>sign concept design, placement</p>	

Public Input – Three Phases



 <p>Bicycle and Pedestrian Plan</p>	<p>raising awareness community values identify needs visioning</p>	<p>proposed network and projects</p>	<p>draft plan review</p>
 <p>Wayfinding</p>	<p>wayfinding introduction</p>	<p>sign concept design, placement</p>	<p>draft protocol review</p>



Engagement Strategies

Public Input Outline

Phase	Advisory Committees	Virtual and Online Engagement	In-Person Engagement
1			
2			
3			

Public Input Outline

Phase	Advisory Committees	Virtual and Online Engagement	In-Person Engagement
1	2 TAC meetings 1 CAC meeting	Website Project email Social media Online poll & survey	Project kick-off ride Pop-up event
2			
3			

Public Input Outline

Phase	Advisory Committees	Virtual and Online Engagement	In-Person Engagement
1	2 TAC meetings 1 CAC meeting	Website Project email Social media Online poll & survey	Project kick-off ride Pop-up event
2	2 TAC meetings 1 CAC meeting	Interactive webmap Website Project email Social media 2 online polls	Group ride Draft network pop-up event Wayfinding pop-up event
3			

Public Input Outline

Phase	Advisory Committees	Virtual and Online Engagement	In-Person Engagement
1	2 TAC meetings 1 CAC meeting	Website Project email Social media Online poll & survey	Project kick-off ride Pop-up event
2	2 TAC meetings 1 CAC meeting	Interactive webmap Website Project email Social media 2 online polls	Group ride Draft network pop-up event Wayfinding pop-up event
3	2 TAC meetings 1 CAC meeting	Website Project emails Social media	Website Project emails Draft plan open house

Community Advisory Committee

SPECIFICS

Purpose: Diverse representatives that will provide feedback on work and decisions outside of outreach activities and efforts designed for the general public who prioritize both walking and biking

Size: 10-15 individuals

Engagement period: Sep-Dec 2022 (3 meetings plus email / asynchronous coordination and input)

PROPOSED REPRESENTATION

- ISU Students
- Ames school students
- Older adults
- People with disabilities
- People of Color
- People who do not speak English at home
- People without access to a vehicle
- Families/Households with children
- Geographically-diverse residents
- Biking advocates / walking advocates
- Parents of younger children

City Council Touch Points

Tentative Timeframe	Topics
August	Planning process kickoff, discuss plan goals, discuss draft engagement strategy
November	Initial public input summary, user types, and planning framework Wayfinding: guidance for 3 sign concepts; destination hierarchy, route prioritization
April	Draft plan review Wayfinding: Wayfinding Protocol review

Plus, minor status updates every month or two in between.