Support Programs and Facilities

Simply adding bicycle infrastructure alone doesn't create a bicycle friendly community. Rather, it takes a comprehensive effort to create a culture around safe cycling.

Education, encouragement, enforcement, and evaluation programs will help people of all ages and abilities realize the full potential of Raleigh's new and proposed bicycle infrastructure. These types of programs help people learn how to use our roads safely, whether traveling as a pedestrian, in an automobile, or on a bicycle.

A range of strategies and actions, from broad policy and outreach efforts to more directed support facilities for people new to bicycling, will help the City meet the goals and objectives of this Plan. The programmatic strategies in the Plan aim to improve safety, increase access to bicycling, and encourage community and economic development. The actions will increase the visibility of people who ride bicycles, communicate that all road users are expected to look out for each other no matter how they travel, create safer streets, and develop a common understanding of traffic safety.

Because the City already has successful bicycle programs, this chapter addresses those that are in place and recommends new programs as well. This Plan's Steering Committee and the public participated in discussion and a voting exercise for existing and recommended programs. The Steering Committee noted that one of the main goals should be to expand the audience in an effort to reach a broader range of citizens. The table on page 6-9 brings all the existing and recommended programs together, defining the "how," the "why," the key partners, and phasing. The table phases the enhancements of existing programs as well to ensure a manageable, strategic approach.

The Bicycle Friendly Community program is an excellent way for communities to evaluate their bicycle programs. Structured around the 5 E's, support programs and facilities will be key components to help Raleigh improve its current bronze status.

SUPPORT PROGRAMS

EXISTING SUPPORT PROGRAMMING EFFORTS

Since the 2009 Bicycle Plan, the City has contributed a significant amount of staff time and resources into developing a BikeRaleigh program that helps to foster a bicycle culture in Raleigh. The following existing programming efforts should be continued and, in some cases, expanded. See the table on page 6-9 for phasing information as the program menu below is in no particular order.

MEDIA CAMPAIGN (WATCH FOR ME, NC)

Watch for Me, NC is an awareness campaign aimed at reducing the number of bicyclists and pedestrians hit and injured in crashes with vehicles. Piloted in the Triangle area, Raleigh was one of the first cities to launch the campaign in 2013. The campaign includes education during the months of October and November, and has been followed by targeted enforcement efforts by Raleigh Police Department (RPD).

Recommendation: Consider contributing financially (or with in-kind contributions) to refresh and extend the reach of the media campaign. In addition, continue targeted enforcement.

LIGHTEN UP, RALEIGH CAMPAIGN

In the fall of 2013, the City launched a bike light campaign to remind cyclists to use a front bike light and a rear reflector. The campaign starts just before daylight savings time ends, when visibility is extremely important. The campaign partners with local bike shops to offer a discount on bike light purchases during the campaign.

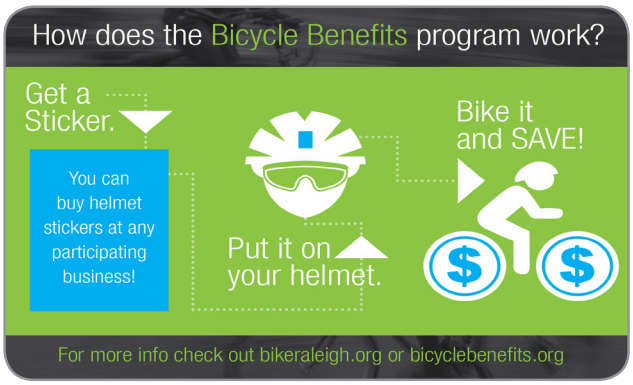
Recommendation: Continue to build partnerships with local bike shops and increase the visibility of their contributions.

TUNE UP, RALEIGH CAMPAIGN

In the Spring of 2014, the City launched a T***une Up, Raleigh*** campaign to encourage cyclists to visit their local bike shops for a spring tune-up. Participating bike shops offered discounts for a limited time.

Recommendation: Instead of only continuing a coupon based program, consider developing the ***Tune Up, Raleigh*** program into a course offered through the Parks, Recreation and Cultural Resources bicycle adventure program.

EXISTING SUPPORT PROGRAMMING EFFORTS



BICYCLE BENEFITS

Raleigh developed a bicycle benefits program to recognize bike friendly businesses and provide incentives for safe cycling. The program has expanded to over 20 businesses.

Recommendation: Continue expanding and consider hosting weekly bike rides to promote the program and recognize participating business. The City should also partner with other organizations that can help organize the rides.

BIKE MONTH CELEBRATION

Since the late 2000's, the City has hosted bike month celebration events. In recent years, the program has expanded to a calendar of events from bike pit stops, socials, rides, safety summits, and more.

Recommendation: Leverage partnerships, such as with the organization Oaks and Spokes, bike shops, and bike clubs, to expand the reach of event programming. Focus efforts in low-income communities and high crash areas.

BICYCLE-FRIENDLY BUSINESS

To encourage businesses to become more bicycle friendly, the City conducted extensive outreach to employers. Assistance was given to interested businesses in applying for national bicycle friendly recognition through the LAB.

Recommendation: Consider developing a custom Raleigh Bicycle Friendly Business program, separate from LAB's program.

BIKERALEIGH BLOG

To interact with citizens, Raleigh developed the bikeraleigh.org blog that serves as a clearing-house of resources and also provides a closer look into the operations, motivations, rationale, and people of the BikeRaleigh program.

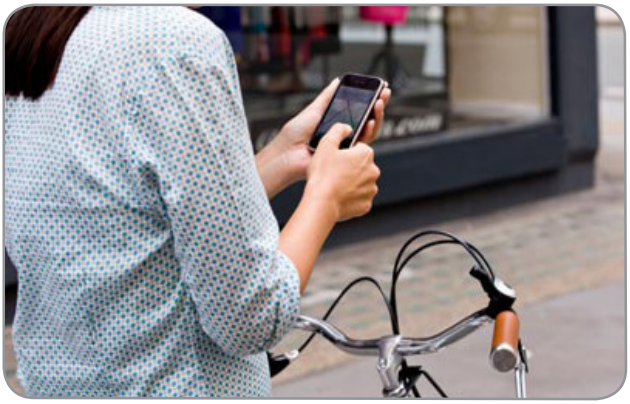
Recommendation: Consider inviting guest bloggers to provide interactive and engaging content. In addition, the BikeRaleigh.org calendar should be updated to allow others to request/place events on the calendar to expand the profile of the site and the brand.

EXISTING SUPPORT PROGRAMMING EFFORTS

BIKERALEIGH MAP

One of the most effective ways to encourage people to bike is through the use of local maps and guides. Developed in 2012, the BikeRaleigh map creates a network of preferred routes to help cyclists access key destinations via low-volume streets. The map also includes rules of the road safety information. The map is in a convenient, pocket size to allow for easy use while out on a bike ride.

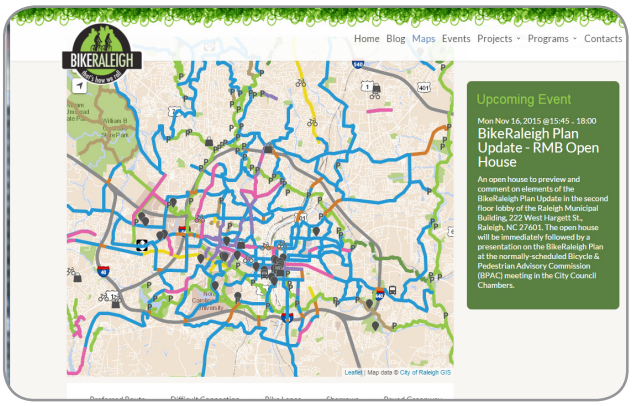
Recommendation: Update the map annually as new facilities are added and the network is expanded. Consider hosting a bike social to receive public input on map updates and the preferred route system.



BIKERALEIGH MOBILE APP

In 2015, the City produced a beta BikeRaleigh mobile application that allows users to have easy access to the BikeRaleigh map on their mobile devices.

Recommendation: Develop the mobile application based on receiving extensive user feedback and continue to update the application so that it remains current and easy-to-use.



BIKERALEIGH INTERACTIVE, ONLINE MAP

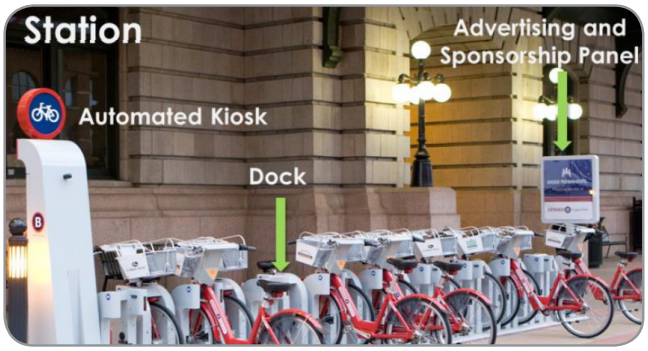
An interactive, online version of the BikeRaleigh map is available on BikeRaleigh.org. The interactive version allows users to zoom into their specific area of the city and identify a bike route of their choosing.

Recommendation: Expand the interactive features of the map and consider allowing users to map a route manually or automated and export custom map extents.

RECOMMENDED SUPPORT PROGRAMS

OPEN STREETS EVENTS

Open streets initiatives temporarily close streets to automobile traffic so that people may use them for walking, bicycling, dancing, playing and socializing. Several cities across the United States have publicized the planning process used to organize and host an Open Streets event. The City should work with partner organizations to build off of national open street best practices and implement a car-free event in Raleigh.



BIKE SHARE

In 2016, Raleigh is in the early stages of implementing a bike share system, with the first installment planned as 300 bikes at 30 stations. To ensure success and access, the City should monitor usage by station, relocating under-performing stations. During later phases, the City should expand the coverage area while increasing station density within existing service areas.

TRAFFIC SAFETY PROGRAMS

The City should take a data-driven approach to work across all city departments and with key stakeholders to pursue a safety focused effort for our streets. Two campaigns with this goal in mind are Vision Zero and 20's Plenty. Vision Zero is a road traffic safety project that aims to achieve a roadway network with no fatalities or serious injuries. 20's Plenty is a movement to reduce speed limits to 20 mph in residential areas. Both are examples of traffic safety efforts that aim first to improve safety for those who are most vulnerable.

BICYCLE TOURISM & DEVELOPMENT

By facilitating communication and education between tourism agencies and other partners about biking and bicycling events, Raleigh could become a favorite destination for bicycle travelers to visit, dine, and spend the night. Consider joining efforts with the Chamber of Commerce and Go Downtown Raleigh to leverage resources and promote economic development.

RECOMMENDED SUPPORT PROGRAMS

BICYCLE SAFETY PROGRAMS & SAFETY TOWN

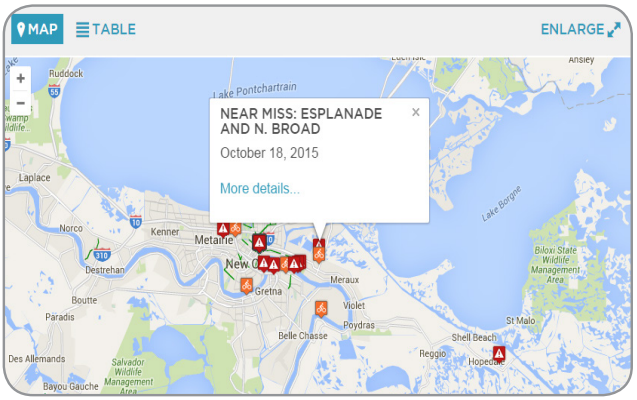
The City should lead and support partners through tailored direct outreach to people of all ages and abilities that encourages them to start and continue to ride a bicycle.

A safety education program for all elementary, middle, and high school-aged youth in Raleigh focused on bicycle and general traffic would offer a unique opportunity to reach this demographic in the formative years when they create lifelong transportation habits. Safety education programs can be an important part of Safe Routes to School (SRTS) programs as well.

One innovative way to support these educational programs is with a Safety Town, a simulated town complete with miniature buildings, sidewalks, roads and traffic signals, where children are taught the rules of street safety. It could be implemented as a pilot project. A permanent safety town could also be built with the cooperation and support of Wake County Public Schools and other stakeholders. In other cities, the costs of safety towns are partially offset by sponsorships and donations.

CLOSE-CALL AND CRASH REPORTING

The City or other organization, with support from the City, should develop a close-call/crash database to provide a mechanism for cyclists to report reckless or aggressive drivers and to identify locations of safety concern. Data gathered through such a tool can lead to more informed planning decisions and help guide future conversations about infrastructure, enforcement, traffic safety engineering, and more. Data could be shared, analyzed, and discussed between the Transportation and Police Departments.



RECOMMENDED SUPPORT PROGRAMS

TARGETED BICYCLE PROGRAMS

Often times the "interested but concerned" bicyclist is intimidated by the thought of traveling by bike. Many of these potential bicyclists are women, who are often less comfortable with bicycling (particularly in traffic) than men. The City should partner with local organizations and bike shops to offer targeted clinics, workshops, and rides designed to be welcoming and supportive for participants at any stage of comfort. Encouraging, educating, and enabling women and other to ride a bicycle more often will attract a greater percentage of the entire population, including families. Other targeted programs, such as Bike Buddy programs, connecting aspiring cyclists with experienced volunteers.

BIKE VALET PROGRAMMING

Similar to a vehicle valet service, patrons leave their bike to the care and supervision of valet attendants in an enclosed safe zone. The City, through partnership with vendors, could offer this service at mid-to-large scale events such as farmers markets, concerts, festivals, and sport events.

TRAFFIC CITATION DIVERSION

Other than one-time driver education courses, there are few formal opportunities for motorists and/or bicyclists to learn the legal rights and responsibilities specific to bicycling and walking. The City should develop traffic citation diversion classes so that road users (pedestrians, bicyclists, and/or motorists) who commit offenses known to endanger pedestrians and bicyclists can, at the discretion of the officer, be invited to take a safety and diversion class in lieu of paying fines.

BICYCLE PROGRAM SPONSORSHIPS

Bicycle programming-based and advocacy groups promote or enable increased adoption and support for cycling and improved safety and convenience for cyclists. The City should consider developing a sponsorship or grant program to offer funding alternatives for Raleigh bicycle advocacy and program-based organizations, such as Oaks & Spokes and the YMCA.

EXISTING PROGRAMS

Program	Type	Partners	Priority	Cost	Next Step	Why
Lighten Up, Raleigh	Educ. Enc.	The City, Bike Shops, Private Entity	I	$	The City should continue the program and could expand by contributing matching funds for the purchase of lights and reflectors. Police should distribute these to bicyclists found biking without them. As this program evolves, the goal should be to reach lower-income communities.	Stakeholders and the public identified this as a critical issue. Bicyclists are not visible without lights during nighttime hours and need to be aware of how critical this issue is. Between 2007-2012, nearly 40% of all bike crashes happened between 6pm and 6am.
Bicycle Benefits	Educ. Enc.	Bike Shops, Local Businesses, COR, Oaks & Spokes	I	$	This simple program benefits bicyclists and businesses alike. The City of Raleigh and its partners should work to promote the program further by reaching businesses in lower-income communities.	This type of program is one of the most effective encouragement programs based on national best practices. Expanding its reach geographically in Raleigh will help promote bicycling in more places.
Bike Month Celebration	Enc. Educ. Enf.	The City, Oaks & Spokes, Private Entities	I	$$	The City, with its partners, should continue to evaluate the success of its different events during May of each year. In addition, the focus should be on expansion to underserved communities through the help of community leaders and groups.	This program has been very successful in cities around the United States, including Raleigh. It offers a period of time, typically during comfortable weather, where people can be encouraged and introduced to bicycling through fun events. It is an opportunity to continue providing educational/promotional/ encouragement materials to a broader audience.
BikeRaleigh Blog	Educ. Enc. Enf.	The City, Residents	I	$	City staff should continue providing content to the blog to highlight events, materials, and accomplishments. As the blog evolves, the City should ask other partners and guests to provide content, including calendar updates.	The BikeRaleigh blog has proven to be an effective communication tool, especially in the digital and social media age. It ensures an avenue for reaching the younger generation. The blog can serve as a clearinghouse of resources and key updates to the bicycling public.
BikeRaleigh Map, Mobile Application and Online Interactive Map	Educ. Enc.	The City	I	$$	City staff should continue to update the BikeRaleigh map annually to keep up-to-date with facilities that are implemented. Over the next decade, more emphasis should be placed on the digital versions (app and online map) as this is becoming the dominant communication tool.	The original BikeRaleigh map has been a successful venture with thousands distributed and a citizen desire for more. The addition of the mobile map and online interactive map provide an avenue for reaching computer-savvy citizens. However, the paper map should still be produced to assist citizens without access to technology.

Educ. = Education; Enc. = Encouragement; Enf. = Enforcement

EXISTING PROGRAMS, CONTINUED

Program	Type	Partners	Priority	Cost	Next Step	Why
Tune Up, Raleigh	Educ. Enc.	The City, Bike Shops	II	$	The City should continue this program as a means to encourage businesses to offer discounts. However, the City should consider offering these types of courses as part of Parks and Recreation programs.	The program is win-win for bicycle shops and citizens of Raleigh. However, the City should consider expanding offerings that aim to reach underserved communities through far-reaching and existing community programs.
Watch-ForMe, NC*	Educ. Enf. Enc.	NCDOT, The City	III	$$	The City would allocate funds to extend program that would refresh graphics and reach more Raleigh citizens.	The program has proven effective to-date with the backing and support of NCDOT. The program should be refreshed and continued; NCDOT will be in a better position to support advances in the program with City of Raleigh support.
Bicycle-Friendly Business	Enc.	The City, Local Private Entities	III	$	The program should continue with City of Raleigh and private support. Businesses may still apply for national recognition through the League of American Bicyclists (LAB) but would have an option to apply, free-of-charge to a custom City of Raleigh recognition program.	This program is an important way to encourage businesses to be bicycle-friendly and to recognize their accomplishments. The LAB recently began to charge businesses for this program, making it more challenging to apply. The City and partners, through its own custom program, would allow the spirit of this program to continue, but at no cost to businesses (Carrboro, NC has a similar model).

Educ. = Education; Enc. = Encouragement; Enf. = Enforcement
** Pedestrian component*

RECOMMENDED PROGRAMS

Program	Type	Partners	Priority	Cost	How	Why
Open Streets Events*	Enc.	The City, Private Entities	I	$$$	There are many potential models. The City could host a summer series of once-a-month open streets events (similar to Portland Sunday Parkways). Other stakeholders may also sponsor and organize the events with support from the City. The police department would play a significant role in closing off streets to bicycle and pedestrian travel only.	Open Streets events have proven successful nationally and are an effective way of reaching a broader range of the population. The events should be located on roadways that feature key Raleigh destinations but also reach into a variety of neighborhoods outside of Downtown, including underserved communities.
Women's Programs	Educ. Enc.	The City, Advocacy groups	I	$	The City would seek partnership with local advocacy groups or agencies to encourage women bicycle clubs and gatherings.	Studies have shown that to increase ridership, it is critical to have women participating. Women cyclists lead to family cyclists.
Bike Share	Enc.	The City, Sponsors	I	$$$	The City should work with sponsors, higher education institutions, and other partners to install a robust bike share system in and around downtown Raleigh, with an eye toward sustainable expansion.	Bike share helps to provide safety in numbers and can lower barriers to bicycling.
Safety Town & Education Programs*	Educ.	Wake County Schools, The City, NCDOT Active Routes to School (ARTS)	I	$$$	Education programs should be more broadly provided through school programs. A Safety Town would be a pilot project facility with support from NCDOT and Wake County Public Schools in which school-aged children could participate and learn about safe walking and bicycling behaviors.	Educating children helps to build life-long habits and skills and encourages the use of bicycles.
Bike Valet	Enc.	The City, Private agency (parking), Bike Shops	I	$	The City would seek partnership with an agency or vendor to provide bike valet at specific events or locations. The agency would carry the program forward with support from the City.	Bike valet formalizes bicycle transportation and utilitarian trips by providing peace of mind for bicyclists where bike racks may already be full or in crowded places.
Bicycle Advocacy and Grant Program	Educ. Enc. Enf.	The City, Private Entity	II	$$	The City would establish a competitive grant/sponsorship program that advocacy groups and agencies could compete for. This would be a relatively small, annual set-aside and/or could be supported with private dollars.	Because advocacy groups and other agencies can contribute significantly to creating a bicycle culture, the City can support their efforts to conduct education and encouragement programs on their own. Often, funding is what is lacking between an eager advocacy group and a great program.

Educ. = Education; Enc. = Encouragement; Enf. = Enforcement

** Pedestrian component*

RECOMMENDED PROGRAMS, CONTINUED

Program	Type	Partners	Priority	Cost	How	Why
Close Call/ Crash Reporting	Enf. Educ.	The City, Residents, Parks, Recreation, and Cultrural Resources	II	$	Close call reporting allows users to report near-accidents, crashes, and other incidents. Ideally, this web service would be hosted on bikeraleigh.org but another group/ agency could take ownership like Bike Easy does in New Orleans. City staff (Public Works, Transportation Planning, and Police departments) would monitor the data and evaluate possible issues that could be addressed through engineering, education, or enforcement. The data would be displayed online as well for the use of bicyclists.	In a similar vein to Vision Zero, the goal of this program is to prevent crashes before they happen. It provides another data source of safety hazards. It gives bicyclists the opportunity to log and communicate their "close calls" and other concerns about certain locations or areas. With this program, City staff may be able to develop solutions that enhance safety.
Bike Tourism	Enc.	GoDowntown Raleigh, Chamber of Commerce, The City	II	$	Tourism and economic development agencies should be educated about the opportunities to encourage bicycle travel and tourism. Existing distribution channels and events of these agencies can be leveraged to promote bike touring of places such as the Art to Heart Corridor, and the Neuse River Greenway.	Bike tourism is an untapped economic development opportunity in the City of Raleigh. Many cities around the United States have successfully received tourists who want to visit on their bicycle. North Carolina's Department of Transportation and Department of Commerce are also beginning to promote bicycling as a tourist activity.
Traffic Safety Programs*	Educ. Enf. Eval.	The City, BPAC, NCDOT	II	$$	City staff and BPAC could create a task force to implement a data-driven approach to pursue a safety focused effort for our streets. Vision Zero and 20's Plenty are examples used in other cities.	Both examples are traffic safety efforts that aim first to improve safety for those who are most vulnerable. The City and citizens should be proactive as opposed to reactive to keep all roadway users safe.
Bike Buddy	Educ. Enc.	The City, Advocacy Groups, GoSmart, Bike Shops	III	$	Set up as a peer mentoring program, the City would seek a lead partner to develop a Bike Buddy program. The program can be relatively simple, providing a means to pair up experienced bicyclists with "Interested but Concerned" bicyclists.	The program would help eliminate fears and concerns about bicycling in Raleigh and be an opportunity to teach about the location of bikeways and greenways. The program would continue to build community among bicyclists.
Traffic Citation Diversion	Enf. Educ.	The City	III	$$	The City Police Department would issue citations to those disobeying laws related to bicycling and walking that direct motorists, bicyclists, and pedestrians to a safety class en lieu of paying fees.	Residents of Raleigh need to understand that there are many different users of roadways. It is critical that all users respect each other so that roadways are safer places. This program would provide a win-win for law enforcement and participants.

Educ. = Education; Enc. = Encouragement; Enf. = Enforcement; Eval. = Evaluation.
** Pedestrian component*

SUPPORT FACILITIES

END-OF-TRIP FACILITIES

The journey is not complete when a person riding a bicycle pulls off the road. Without safe, accessible, and convenient bicycle parking and other support services, people are less likely to choose to ride a bicycle. Changing rooms, showers, secure bicycle rooms, lockers, and self repair services or spaces for minor maintenance are part of a bicycle-friendly community. Sheltered parking is also integral to increasing mode share when weather is adverse. Providing wayfinding to locate various types of end-of-trip facilities is necessary when installing facilities to ensure users can easily access and locate a place to secure their bicycle.

Providing context-appropriate facilities to enhance Raleigh's bicycling network could be as simple as providing short-term bicycle parking outside a grocery store and secure bicycle parking at transit stops. Policies requiring secure long-term bicycle parking in new residential and commercial buildings, or the retrofit of older buildings with secure bicycle parking and shower/changing rooms in large employment centers, will make it easier to make bicycling a habit for future building users. Recognizing that the Plan focuses on people of all ages and abilities, bicycle parking should be designed to accommodate a wide variety of bicycle types.

These BikeRaleigh racks were made possible through a crowd-funding effort to increase the number of bike racks in the downtown area.

VISUAL GUIDE TO BICYCLE PARKING

SHORT-TERM PARKING

Short term bicycle parking is generally intended to be used for two hours or less by customers, patrons, or visitors to an establishment.

SIDEWALK PARKING

Typical sidewalk parking frequently includes staple racks, which allow multiple bicycles to be locked to both sides of the rack. In addition to sidewalks in commercial areas, installing bicycle parking in city parks should be a priority.

SHELTERS

Short- and long-term bicycle parking can be accommodated with shelters, or weather protection, which allows the bicycles to stay relatively dry when parked outside. Sheltered bicycle parking can be on public or privately-owned land.

ON-STREET BICYCLE CORRAL

On-street bicycle corrals minimize sidewalk clutter, free up space for pedestrians and increase bicycle parking at locations with high demand. Nearly 10-12 bicycles can park in 1 car parking space. This allows more people to access and support local businesses. There will be more demand for bicycle parking as higher-quality bicycle facilities are installed and bicycle ridership grows.

TEMPORARY (EVENT) PARKING

Temporary (event) parking typically consists of portable racks that meet the demand for an event. Racks are clustered together, providing a higher level of security than if people were to park the bicycles on their own. Event staff can monitor the area, providing people with peace of mind while they are away from their bicycle.

LONG-TERM PARKING

Long-term bicycle parking areas are intended to be used all day and/or night. Prime users are employees, residents, students, or travelers leaving their bicycles at airports, bus stops or rail stations.

LOCKERS

Bicycle lockers provide the most secure type of parking, available either by subscription or upon demand, and are frequently found at transit stations.

WAYFINDING FOR PARKING

Long-term bicycle parking is often sited in locations not visible from the front door. Wayfinding signs provide clear direction and help people locate bicycle parking facilities.

BIKE CAGES (SECURE FACILITIES)

Secure bicycle parking facilities are free-standing buildings, or enclosed areas within a larger structure (for example, an enclosed portion of a parking garage). Secure bicycle parking facilities are particularly useful at major destinations that attract all-day users, such as transit centers or employment centers. Some secure bicycle parking facilities offer access to bicycle repair tools, pumps, showers, or other amenities. Consideration for secure bicycle parking facilities are also desirable at long-distance transportation hubs such as airports, bus transfer facilities, and passenger train stations.

ADDITIONAL SUPPORT FACILITIES

FIX-IT STATIONS

Fix-it stands provide cyclists with an air pump for filling up tires and tools for basic repairs and adjustments. The stands are free to use and available to everyone at any time. Currently, the City has two stands and it is recommended that more locations be implemented. Locations could include Shelley Lake, North Hills Shopping Center, Cameron Village, Chavis Park, and Seaboard Station. Locations should be selected with input from the public, BPAC, and the Parks, Recreation, and Greenway Advisory Board (PRGAB).

ELECTRONIC BIKE COUNTER

A comprehensive count program is recommended to both establish a baseline assessment of bicycle activity in Raleigh, and track, on an annual basis, the implementation and performance of the plan.

There are several different types of count equipment options available. However, an electronic bike counter serves two purposes:

1) Counts bikes; and

2) Raises awareness of bicycle traffic.

The 7 1/2 foot high pillar displays the total number of bike rides each day, as well as how many have passed for the year to date. Magnetic loops, just below the surface of the pavement, record bicycle trips. The unit can be permanent, or moved from corridor to corridor.

This page intentionally left blank