

BICYCLE MASTER PLAN **DRAFT** PERFORMANCE MEASURES—MARCH 4, 2013

Goal	Performance Measure	Baseline	Desired Trend	<i>Target (Ability to meet based on future funding)</i>	Data Source	Comments
Ridership	<ul style="list-style-type: none"> Number of bicyclists counted at locations throughout Seattle Mode share of commute trips by bicycle <i>Mode share of all trips by bicycle</i> 	<ul style="list-style-type: none"> 2012 citywide counts (calculate number) and 2007 downtown counts (calculate number) 3.5% (2010 Census) 2006 PSRC Travel Survey (calculate number) 	<ul style="list-style-type: none"> Increase Increase <i>Increase</i> 	<ul style="list-style-type: none"> <i>Triple between 2007-2017; increase by x% 2013-2013</i> <i>TBD (% by 2030)</i> <i>TBD (% by 2033)</i> 	<ul style="list-style-type: none"> SDOT quarterly counts; SDOT downtown counts U.S. Census PSRC (supplemented by City?) 	<ul style="list-style-type: none"> Issue of counts is complicated by current 2007-17 goal, since we want to add a goal moving forward from now; also, greenways/residential streets not well represented in counts, and these will likely become a bigger part of our network Census only covers those for whom bicycling is their main commute mode Travel surveys done every 6-7 years, but not on regular schedule; difficult to set a good baseline for this. City could supplement data in travel survey (or pursue partnership with UW, others)
Safety	<ul style="list-style-type: none"> Number of serious cyclist injuries and fatalities Bicycle collision rate <i>Percentage of Seattle residents who do not feel safe riding a bicycle</i> 	<ul style="list-style-type: none"> 2012 data (calculate number) 2012 rate (calculate number based on new counts) Does not exist—would have to calculate 	<ul style="list-style-type: none"> Decrease Decrease Decrease 	<ul style="list-style-type: none"> Zero by 2030 Reduce by a third (2007-17 goal) TBD 	<ul style="list-style-type: none"> SDOT/SPD SDOT/SPD Would need updated survey tool 	<ul style="list-style-type: none"> Consistent with road safety action plan A key goal/measure from the 2007 BMP; will have to determine way to calculate this since it's based in part on ridership Community interest in capturing this to the extent possible
Connectivity	<ul style="list-style-type: none"> Percentage of bicycle facility network completed 	<ul style="list-style-type: none"> Re-calculate based on final network map (2013 percentage) 	<ul style="list-style-type: none"> Increase 	<ul style="list-style-type: none"> 100 percent by 2033 	<ul style="list-style-type: none"> SDOT GIS 	<ul style="list-style-type: none"> Percentage of updated plan completed will be much lower than the percentage of current plan completed due to new facilities and facility types (greenways and cycle tracks)
Equity	<ul style="list-style-type: none"> Areas with certain demographic factors lacking bicycle facilities <i>Percentage of females (or other demographic groups) who ride a bicycle a few times a year or more</i> 	<ul style="list-style-type: none"> 2012 existing conditions report (calculate number) 2012 phone survey (calculate number) 	<ul style="list-style-type: none"> Decrease Increase 	<ul style="list-style-type: none"> Zero by 2033 <i>TBD</i> 	<ul style="list-style-type: none"> SDOT GIS SDOT phone survey—could change the way the question is asked OR need an updated survey tool 	<ul style="list-style-type: none"> High interest in getting better rider demographics from SBAB and community members
Livability	<ul style="list-style-type: none"> Number of bicycle racks or on-street corrals in neighborhood retail districts Percentage of households within ¼ mile of a bicycle facility <i>Self-reported physical activity</i> 	<ul style="list-style-type: none"> 2012 supply (calculate number) 2012 (calculate percentage) 2006 report (calculate percentage) 	<ul style="list-style-type: none"> Increase Increase Decrease 	<ul style="list-style-type: none"> TBD 100% by 2030 TBD 	<ul style="list-style-type: none"> SDOT GIS SDOT GIS Health of King County report (% reporting little or no physical activity) 	<ul style="list-style-type: none"> This could be connected to “Bicycle Friendly Business Districts” or similar program ideas Consistent goal with current BMP Consistent measure with the Pedestrian Master Plan, but baseline data is dated at this point (precedes even current BMP)

Measure that SDOT has good data to establish a baseline, and could likely track in the future

Measure that SDOT currently does not have good data to establish a baseline, and/or would need more work to assess whether it could be tracked in the future