



MEMORANDUM

Date: April 29, 2013

To: Seattle Bicycle Advisory Board

From: Kevin O'Neill, AICP, SDOT Policy & Planning Division
Kiersten Grove, SDOT Policy & Planning Division

Subject: BMP Update – Programs

Introduction

The purpose of this memorandum is to provide context for a discussion at the May 1, 2013 SBAB meeting on potential programs to include in the Bicycle Master Plan (BMP) update. This is a follow up from the discussion on programs held at the February SBAB meeting. At the May 1 meeting, staff will present the program identification process, the corresponding program evaluation strategies, and our proposed process for prioritizing the work.

Background

The current (2007) Bicycle Master Plan lists a number of “actions” to advance bicycling in support of implementing the plan. These actions are generally listed in chapters three through six of the plan and cover a wide variety of topics. At the February 6 SBAB meeting, staff presented program ideas that were identified based on a review of the 2007 BMP and through public input during our outreach process. SBAB members raised several questions about programs at the meeting, and have raised additional questions and comments since. SDOT staff agree with the SBAB members that programs are a very important component of implementing the BMP.

From there, over the last months, staff at SDOT and Alta have worked to identify which strategies have been effective in other places and which strategies our partners are currently working on. Staff have also looked at a variety of behavior change models from marketing and psychology disciplines to understand how to best frame the programming strategies within the BMP update. The May 1 discussion will include a brief review of these findings and a discussion of the following:

- Proposed programming strategies for the BMP
- Proposed programming strategies for SDOT to lead and strategies for SDOT to support
- Proposed process for understanding program effectiveness



- Proposed prioritization for program implementation
- Broad framework for organizing programming work

Documents

The attached document lists programs that have been identified in our process. Programs that SDOT would likely lead are marked with an asterisk (*). We have developed a three-tiered approach to the proposed implementation prioritization. Programs that are primarily safety-related have been put in Tier One. Tier Two includes programming activities that were identified by the public as priorities or have significant work already underway. Tier Three programs are those that move Seattle the extra step towards a bike-friendly city. The BMP goals are listed on the right of the document and each strategy's relationship to the goal is marked with purple (deeper color indicates a primary relationship, lighter secondary). Finally the last column includes reference to how the strategies relate to overall behavior change work: Broadly these include three types of programming efforts:

- **Policy-Level Work:** Efforts that build and support the resources and programs that contribute to behavior change
- Building **Knowledge:** Work that targets a wider audience with a focus on broad-based information sharing
- Changing Individual **Behaviors:** Targeted and tailored programming work that focuses on specific groups/populations/areas to change individual behaviors

Conclusion

At the May 1 SBAB meeting staff will provide an overview of program ideas, evaluation strategies, and prioritization process for the SBAB's review. These will be developed further following the Board discussion.