

MEMORANDUM

**Date:** February 4, 2013

**To:** Seattle Bicycle Advisory Board

**From:** Kevin O'Neill, ACIP, 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 February 6 SBAB meeting on programs that potentially could be included in the updated Bicycle Master Plan (BMP). While the focus of work over the last several months has been on bicycle infrastructure (where bicycle facilities should be constructed in the future, and what kind), there are many other actions that will be listed in the plan that advance bicycling. These are generally organized around broad themes (education, encouragement, etc.). At the upcoming SBAB meeting, staff will be presenting preliminary program ideas for the Board's consideration, and asking for your opinion on these ideas, and also what may be missing. There are several documents attached that will help support this discussion.

**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 3 through 6 of the plan. These actions cover a wide variety of topics. The focus of the SBAB's discussion on February 6 will be program ideas. Specifically, the focus will be on actions that are not focused on implementing bicycle infrastructure, but rather focused on other activities that help promote bicycle ridership, safety, etc. Some of these ideas were initially presented to the public at the November community meetings, and some (such as enhanced education activities) have also been discussed at earlier SBAB meetings.

**Documents**

The first attached document lists program ideas that have been identified in our review of the current BMP (current programs are also listed in the State of Seattle Bicycling Report), other bicycle master plans from around the country, and by our consultant team. Instead



of organizing them around the more traditional “education, enforcement, encouragement” framework, we have organized them around the 5 proposed updated goals (ridership, safety, connectivity, equity, and livability) of the BMP update. While we acknowledge that a single program can (and often will) work to advance more than one of these goals, it helps to frame these program ideas under the goals of the project. Just as we would want infrastructure projects to be done in a way that best accomplishes the goals and objectives of the plan, we would also want to implement programs so that they do the same thing. The document also reflects some of the input that we have heard from the public to date on these issues.

One thing that is important to note about programs is that, unlike bicycle facilities and infrastructure, which is for the most part implemented by SDOT, programs are implemented by a number of different entities. SDOT is directly involved in implementing some programs, works in partnership with other organizations on some, and has no direct role in others. Other entities that implement programs include Cascade Bicycle Club, the Bicycle Alliance of Washington, Commute Seattle, Bike Works, King County Metro, and Sound Transit. While the current (and updated BMP) will, and should, list a number of different programs, SDOT (or the City of Seattle) will not always be the entity that implements them.

The additional document that is attached is a white paper that has been prepared by our consultant team. Part of our scope with Alta Planning + Design includes having them prepare white papers on particular topics, in order to understand national best practices. This white paper relates to road safety programs. This has been a very important issue in Seattle, with the 2011 Road Safety Summits, and the release earlier this year of SDOT Road Safety Action Plan. While the Road Safety Action Plan is broader than just bicycles (it relates to all users of the right-of-way), coordination between this initiative and the BMP update is important, particularly when it relates to identifying programs. The white paper highlights bike safety programs from around the United States, and should add some context to the discussion on programs that SDOT and Seattle could consider.

## **Conclusion**

At the February 6 SBAB meeting staff will provide an overview of program ideas for the SBAB’s review, and also solicit other program ideas from the Board. These will be developed further following the Board discussion, and many of these ideas will be included in the draft updated plan.