

BBPAC Goals and Objectives

Goal #1 - Engineering: Physical infrastructure and hardware to support cycling

- Find and provide information to businesses for bike racks
- Make memorial benches/bushes, etc. available for bike racks
- Picnic tables along trails
- Wayfinding/mileage/safety signs
- Bike parking at bus hubs (bike lockers or shed)
- Funds for bike rack (goal of 50 new racks in one year)
- Set defined goals of miles of trails, bike lanes to be constructed, etc.
- Bike maintenance repair station (maybe 2 spots)
- Work to make sure downtown plans are bike and pedestrian friendly (include coordinator on review committee)
- Update signage along trails and replace stop with yield signs when advisable
- Promote and encourage the installation of bike racks at local businesses
 - Distribute letters/brochures to the local business
 - Obtain cost-share funding for bike racks

Goal #2 - Education: Programs that ensure the safety, comfort and convenience of cyclists and fellow road users

- Enlist businesses to provide bike racks
- Ask QCBC to provide community programs in schools/parks on bike safety and riding techniques
- Trail maps – business support through ads?
- Signs at city limits: Bicycle Friendly Community – Bronze Level”
- In the future advertise in “Pedalwheeling” for volunteers/advocates
- Hire a coordinator and develop a job description
- Get a new updated bike map of community
- Provide bike education classes (how many?) and free safe ride workshops (special events)
- Work with bike shops to conduct maintenance workshops
- Have at least one city staff member and one committee member attend a bike summit or workshop
- Provide cycling safety and education to adults and children in the community
 - Host cycling safety and educational classes
 - Host a kid-friendly educational event
- Bike sponsors/fund for bike repairs
- Create a bike coop

Goal #3 – Encouragement: Incentives, promotions and opportunities that inspire an enable people to ride.

- Community/walking “Walk for Bettendorf” “Ride for Bettendorf” day

- Include Scouts and related organizations for trail pick ups, etc.
- Codification/update of ordinances
- Continue Loop ride/Trails Day and expand
- Encourage bike friendly businesses (five in one year) and bike friendly college/universities (1 in a year)
- Complete Streets Ordinance and Unified Trail Ordinance adoption into city code
- Plan a Pub Ride
- Consider a plan to provide free or reduced price bikes to financially deprived residents (work with Police Department)
 - Creative ideas to encourage people to bike to major events like 4th of July with a bike corral and publicity
 - Provide incentives that promote cycling in the community
 - Credits or rewards for cycling to work or school
 - Encourage local businesses and schools to become “bicycle friendly”
 - Distribute letters to schools and businesses to encourage becoming bicycle friendly
 - Advertise on the Public Information Channel and in newsletters/flyers, etc.

Goal #4 – Enforcement: Equitable laws and programs that ensure motorists and cyclists are held accountable.

- Provide signage on trails with bike/motorist information
- Publish relevant laws in the “Bettendorf News” in a bi-weekly column
- Bike patrols – provide bikes for police (QCBC has purchased them in the past (Park Ambassadors for Bike Patrol?) (Citizen bike patrols?))
- Law enforcement officer training
- Trail enforcement program
- Develop a wayfinding and safety signage program for the trails. Establish a regular recreation trails and separated trails inspection program
- Provide education and enforcement of laws regarding motorists and cyclists
 - Host educational event on cycling rules and regulations (do’s and don’ts of the road)
 - Provide enforcement of the regulations

Goal #5 – Evaluation: Processes that demonstrate commitment to measuring results and planning for the future.

- Do trail bike/walker/runner counts during the year and publish (Bi-State surveys)
- Put a poll in the Bettendorf News to sound out community on usage/opinions
- Evaluation boxes on trails
- Do more measuring of ridership and use of trails including a more detailed survey
- Plan to re-apply for the BFC designation in February, 2015. Emphasize year round maintenance efforts (snowplowing)
- On-line free surveys (i.e. survey monkey)
- Measuring of usage
- Quantify mileage on CIP projects (future and historical)