

# Memorandum



**To:** Jeff Wiggins, *City of Cheyenne* and Sreyoshi Chakraborty *Cheyenne Metropolitan Planning Organization*

**From:** Jessica Roberts, Rory Renfro and Kim Voros, *Alta Planning + Design*

**Date:** August 18, 2011

**Re:** Draft Working Paper #13: Education, Encouragement, and Evaluation Recommendations

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## Introduction

Whether they are staying up late for the Moonlight Cowboy Ride, trying their hand at bike polo, or teaching their children to ride bikes on the well-loved greenways, Cheyenne residents are using bikes more and more for health, fun, and relaxation.

The infrastructure recommendations in this Plan will provide safer, more comfortable places for further growth in bicycling and trail use. However, while improving infrastructure is critical to increasing bicycling rates, the importance of outreach, education, and evaluation efforts should not be underestimated.

Programs can ensure that more residents will know about new and improved facilities, learn about the benefits of bicycling, and receive positive reinforcement about why and how to integrate bicycling into their everyday lives. In essence, these efforts market bicycling to the general public and provide the maximum "return on investment" in the form of more people bicycling and a higher degree of safety and awareness around bicycling in the Cheyenne area.

This memorandum contains recommendations for education, encouragement, and evaluation programs that should be pursued along with infrastructure investments. For each program, the technical team has provided information about the program purpose, a description of the basic approach and, wherever possible, links to model programs.

Program concepts were developed by the technical team and were based on knowledge about existing events, stated community needs (as communicated through input at public events and input from the Bicycle Advisory Committee), a meeting with the client team on April 28, 2011, and knowledge of national best practices. Recommended enforcement actions are described in a separate memorandum.

## Recommended Education and Encouragement Programs

### Establish Permanent Bicycle Advisory Committee

Target audience	Citizen advocates
Primary agency	City of Cheyenne
Potential partners	Cheyenne MPO
Purpose	Advise City on bicycle issues

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Time frame	Ongoing
Sample program	Beaver Creek, OH: <a href="http://ci.beavercreek.oh.us/boards-commissions/bikeway-advisory/">http://ci.beavercreek.oh.us/boards-commissions/bikeway-advisory/</a>

Cheyenne already has a Greenway Advisory Committee that advises the City on greenway priorities and budgets. In addition, the On-Street Bicycle Plan and Greenway Plan Update has convened a Bicycle Advisory Committee (BAC) to advise the project team. The technical team recommends that the City and MPO formally create a permanent Bicycle Advisory Committee in order to continue reaping the benefits of this type of citizen involvement. In order to complement the existing Greenway Advisory Committee, the BAC should focus on nonmotorized transportation in the public right-of-way, including access points to the greenway system. Alternatively, a joint Bicycle Advisory Committee/Greenways committee could be developed to consider both on and off-street facilities.

Establishing a BAC emphasizes the commitment to making bicycling safer and more appealing, and has the potential to assist the City and Cheyenne Metropolitan Planning Organization (MPO) in securing funding for bicycle projects. Having an established BAC is also desirable for receiving Bicycle-Friendly Communities (BFC) designation.

The charges of the BAC may include some or all of the following:

- Review and provide citizen input on capital project planning and design as it affects bicycling (e.g., corridor plans, street improvement projects, signing or signal projects, and parking facilities)
- Review and comment on changes to zoning, development code, comprehensive plans, and other long-term planning and policy documents
- Participate in the development, implementation, and evaluation of Bicycle Master Plans and bikeway facility standards
- Provide a formal liaison between local government, staff, and the public
- Develop and monitor goals and indices related to bicycling
- Promote bicycling, including safety and education

Because BAC members are volunteers, it is essential to have strong staffing supporting the committee in order for it to be successful. The Greenway Coordinator is the logical liaison to the BAC and should take charge of managing the application process, managing agendas and minutes, scheduling meetings, bringing agency issues to the BAC, and reporting back to the agency and governing body about the BAC's recommendations and findings.

The committee should be created through an enacting City Council resolution that calls it into being and defines the committee's charge, responsibilities, member composition, how members are chosen/appointed, what the decisionmaking structure is, and how often the committee meets.

**Social Rides**

Target audience	Residents, particularly new or inexperienced bicycle riders
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Primary agency	City of Cheyenne, local bike shop, and/or community volunteers (e.g. Volunteer Ambassador Program)
Purpose	Create welcoming, low-stress opportunity for Cheyenne residents to experience on-road cycling
Time frame	Summer
Sample program	Geared 4 Kids Ride (Oakland, CA): <a href="http://www.geared4kids.org/">http://www.geared4kids.org/</a> Kidical Mass DC: <a href="http://kidicalmassdc.blogspot.com/">http://kidicalmassdc.blogspot.com/</a> LACBC Sunday Funday Ride: <a href="http://la-bike.org/sundayfunday">http://la-bike.org/sundayfunday</a>

Social rides are designed to be welcoming to inexperienced bicycle riders. They are intended to provide participants with a positive, low-stress bicycling experience by:

- Creating a sense of community around bicycling
- Modeling safe riding behavior
- Introducing people to recommended on-road bicycling routes, and
- Creating opportunities for people to ask questions and access resources.

Rides may be aimed generally at new or less-confident riders, or they may be aimed at specific groups such as women, families with young children, or seniors. Rides will be more appealing if they have different routes each time, as well as different themes (e.g., public art tour, historic homes ride, Father's Day family ride, park-to-park tour, etc.) and/or feature some appealing incentive to participate (such as free sweet treat samples from local merchants, or bike bells for participants).



*Low-stress group rides are an ideal way to introduce people to bicycling.*

In Cheyenne, rides could meet at one of the two bike shops in town during the summer months, preferably twice a month. The ride leader should be an experienced bicyclist who can answer questions, and deal with minor mechanical issues.

## **Bike Month**

Target audience	Current and potential bicycle riders
Primary agency	City of Cheyenne
Potential partners	Cheyenne MPO, Bicycle Advisory Committee, local bike shop(s), Cheyenne Cycling Club, City of Cheyenne Parks and Recreation, community volunteers (e.g., Volunteer Ambassador Program)

Purpose	Encourage bicycling to work through fun, social activities and incentives
Time frame	June
Resources	<a href="http://www.bikeleague.org/programs/bikemonth/">http://www.bikeleague.org/programs/bikemonth/</a>

Bicycling to work is a great way to get exercise, save money, reduce pollution, and have fun. Cities and towns across the country participate in Bike to Work Week, Month or Day. In Wyoming, Bike Month is celebrated in June. In Cheyenne, City employees already participate in an informal bike-to-work challenge during June, and the Cheyenne Cycling Club hosts a bike commuter breakfast. Expanding on these events to create a higher-profile series of events can generate additional excitement around cycling.

The League of American Bicyclists (LAB) hosts a website for commuters and event organizers. The website contains information on nationwide and local events, an organizing handbook, and tips for commuters.

Common elements of Bike Month events include:

- Commute 101 workshops in advance of Bike-to-Work Day
- Guided commutes or group rides to increase comfort and familiarity with bicycling routes
- “Energizer Stations” to reward commuters with treats and incentives
- Fun events throughout the month (e.g., bicycle movie screening, bicycle art show, themed group rides, etc.)
- Workplace/team bicycling challenges for most miles, highest percentage of days, etc.
- Celebrity events (e.g., mayor bikes to work with news team, bike/bus/car race)
- Post-work celebration (sometimes called “bike away from work” parties)
- Bike-to-school events



*Events and messages during Bike Month can encourage people to bike to work.*

### **Cheyenne History Ride**

Target audience	Residents, particularly new or inexperienced bicycle riders
Primary agency	City of Cheyenne
Potential partners	Cheyenne Historic Preservation Board, Cheyenne Downtown Development Authority, Bicycle Advisory Committee, City of Cheyenne Parks and Recreation, community volunteers (e.g., Volunteer Ambassador Program), Chamber of Commerce, Cheyenne MPO
Purpose	Highlight Cheyenne’s history through history tour

Time frame	Summer, annually
Sample program	Davis Historic Bike Tour: <a href="http://cityofdavis.org/bicycles/tour.cfm">http://cityofdavis.org/bicycles/tour.cfm</a> Bicycle Tour of Historic Somerville: <a href="http://www.ci.somerville.ma.us/sites/default/files/documents/ISD/CombinedChurchTour.pdf">http://www.ci.somerville.ma.us/sites/default/files/documents/ISD/CombinedChurchTour.pdf</a>

Cheyenne’s rich history is a source of pride for many residents. Most historic sites are located within a mile of downtown (an easy bicycling distance), and a history ride highlighting significant locations, neighborhoods and events from the past is an excellent way to generate civic pride and create an exciting event that will inspire residents to try bicycling.

In-person tours should be hosted by knowledgeable tour guides (annually or more frequently as demand permits) and publicized widely. The tour routes should be preserved in a brochure and/or a self-guided (e.g. iPod-based) tour as well so that people can participate even if they are unable to attend the guided tour. There are already recorded historic and cultural tours available on the Visit Cheyenne website (<http://www.cheyenne.org/things-to-do/audio-tours/>), and additional walking and bicycling tours should be added to the same web page.

A self-guided historic walking tour of downtown already has been produced, and can serve as a starting point for a bicycle route. The Cheyenne Historic Preservation Board will be a natural partner, and will have the research expertise and access to photo archives that will be necessary to develop an in-depth tour.

The Downtown Development Authority (DDA) may also be a natural partner, as the resulting tour event and self-guided tour brochure will be an appealing offering for tourists and visitors and will highlight downtown Cheyenne. The DDA’s Historic Placemaking Project could consider creating a historic bike tour as a key action.

## Bike Valet Program

Target audience	Current residents who cycle, and event participants who would consider cycling
Primary agency	City of Cheyenne
Potential partners	Cheyenne Cycling Club, community volunteers (e.g., Volunteer Ambassador Program), local bike shops, Cheyenne Frontier Days Committee
Purpose	Encourage bicycle travel; offer appealing alternative to driving for event attendees
Time frame	Summer
Sample program	<a href="http://www.sfbike.org/?valet">http://www.sfbike.org/?valet</a>

Providing convenient, secure bike parking at large events can make bicycling to an event a more attractive option. Arenas, parks, and other venues and gathering places often do not have the bike parking capacity to accommodate very large crowds. Temporary facilities, such as corrals or mobile racks, can be brought on site to meet the demand. This type of service can also prevent damage to non-parking facilities, such as trees and hand rails that bicyclists use when appropriate facilities are lacking. Temporary bike parking can be staffed or used with standard locks to ensure security.



*Valet bike parking offers people who arrive by bike convenient, secure storage.*

In Cheyenne, valet bike parking would help to make bicycling a more attractive option at the Cheyenne Frontier Days and the Frontier Days pancake breakfast, events that generate a great deal of vehicle parking demand. The Friday night free music concerts at Depot Plaza would also benefit from valet bike parking.

There are two parts to providing valet bicycle parking: a) purchasing and managing the hardware, and b) staffing and managing each event. The City of Cheyenne should consider purchasing hardware as a way to jump-start valet bike parking in the City. There are several ways that hardware can be managed. The simplest is to use A-frame safety barricades, although bicycle riders do not prefer these because they often scratch the bicycle frame. However, if the city owns these already, they may be the best initial solution. Another relatively inexpensive option is to construct a long saw horse-style rack out of metal pipe and hang bicycles from their saddles. Several options that were constructed in-house can be seen on the following web pages:

- [http://bike-pgh.org/buy\\_stuff/bicycle-valet-parking/](http://bike-pgh.org/buy_stuff/bicycle-valet-parking/)
- <http://www.bicyclecollective.org/en/programs/valet-bike-parking/338-new-portable-valet-bike-parking-racks>

In the longer term, event bike racks may be manufactured or purchased. Several manufactured rack types are available and provide a range of portability, cost, and features. A few samples are listed below:

- <http://www.bikeracker.com/rack.html>
- <http://www.cycle-safe.com/eventracks.tab.aspx>
- <http://racesmith.com/triathlonbikerack.html>
- <http://feedbacksports.com/shop/A-Frame-portable-Event-Storage-Stand-P18C4.aspx>
- [http://www.dero.com/products/event\\_rack/event\\_rack.html](http://www.dero.com/products/event_rack/event_rack.html)

The exact type of rack needed depends on the way the event is managed. If the event is truly “valet parking” – that is, participants hand their bicycles over to attendants, who then park the bicycle in a secure area – racks can be used that do not permit locking to the frame. If participants will be allowed to park their own bicycles (which is not recommended for security reasons), the rack type must permit locking the frame of the bicycle.

Once the City has purchased bike parking hardware, a program should be developed where people can rent the hardware to organize their own valet bike parking. It will be important to develop a clear set of guidelines for how racks are transported, what the responsibilities of the City and the renting organization are, and how any damages to bike racks will be handled. The City may choose to offer to transport racks as part of the service if desired.

The City may also choose to establish recommendations about how valet parking events should be managed, in the form of a manual or a checklist. This would help other groups successfully execute valet bike parking services. This web page contains recommendations for several different ways of managing the valet process: [http://www.bikecollectives.org/wiki/index.php?title=Valet Bike Parking](http://www.bikecollectives.org/wiki/index.php?title=Valet_Bike_Parking) and should be consulted before setting up a program.

On an ongoing basis, the City may choose to provide valet bike parking services for certain events (such as the Friday night concerts), while for other events (such as the Cheyenne Frontier Days), they may charge a fee to event organizers. City staff are unlikely to have availability to staff valet bike parking events on an ongoing basis, therefore partnerships should be explored with the Cheyenne Cycling Club (who may wish to manage valet services in exchange for tips or a low per-bike fee), or with community volunteers (see the Volunteer Ambassador recommendation, below).

## Media Campaign

Target audience	General public
Primary agency	City of Cheyenne/Cheyenne MPO
Potential partners	Health Organizations such as Blue Cross Blue Shield of Wyoming or WinHealth Partners, Cheyenne Regional Medical Center
Purpose	Publicize images of ordinary residents riding bicycles for a variety of purposes in order to normalize and humanize the image of the bicyclist
Time frame	Ongoing
Sample program	Community Cycling Center's "I Ride" campaign: <a href="http://www.communitycyclingcenter.org/index.php/i-ride/">http://www.communitycyclingcenter.org/index.php/i-ride/</a>

Oftentimes the general public thinks of negative stereotypes when they hear about "cyclists." A media campaign that shows a wide range of ordinary residents using their bicycles for a variety of purposes will help break down those stereotypes and raise awareness of cycling and empathy for people who ride bicycles. One excellent example is the "I Ride" campaign from the Community Cycling Center in Portland, Oregon. They have created well-photographed posters showing people in a wide variety of ages, races, body types, and with a wide variety of bicycle types, and each person has been invited to complete the sentence "I ride \_\_\_\_." The images are being distributed as bus stop and bus bench ads, as well as online.

In Cheyenne, the “I ride” slogan may be considered, or another equally humanizing slogan could be created. The City or MPO may choose to take the lead on this effort, or they may wish to seek a partnership with another group to take the lead. Health partners may be interested in funding and/or implementing this campaign. Donated media placement should be sought as well for print media and other public installations (such as benches, transit media options, billboards, or other locations).

A good photographer should be engaged, and opportunities for people to be photographed should be created (such as at public bicycling events). Key community members should be invited to participate as well, particularly if they are well-known. For example, the director of the Wyoming Department of Transportation is a bicycle racer and should be invited to be one of the first faces of a media campaign. Other people may be invited to participate because they demonstrate that women, families, or older residents ride bicycles in Cheyenne.



*A media campaign showing "real people" riding bicycles can help to raise the acceptance of bicycling for everyday transportation.*

### Summer or Year Round Events Assistant

Target audience	N/A
Primary agency	City of Cheyenne/Cheyenne MPO
Potential partners	N/A
Purpose	Create more capacity for organizing bicycle events and implementing bicycle programs; manage Volunteer Ambassador program
Time frame	Summer or year round as determined by need

Because the prime bicycling season in Cheyenne is the summer, it makes sense to focus events and programs on the summer months. At present, Cheyenne City and MPO staff do not have the capacity to take on a suite of summer events and programs. The City and MPO should pursue opportunities to engage a summer events assistant to implement summer events and programs (as recommended in this memorandum) and to manage the summer Volunteer Ambassador Program and assist with other programmatic endeavors. In the long run, this may be an appropriate seasonal or part-time staff position, but given the current municipal budget situation, it is recommended that alternate funding be sought for this position. Staff should actively pursue the following funding options: creating an AmeriCorps position, seeking an unpaid summer internship in

exchange for university or school credit, and/or seeking funding through a local community foundation and/or health partners for this outreach position. The assistant should be housed at the City and supervised by the Greenway Coordinator, and would ideally be engaged from May or June through mid-September. There is an opportunity to expand this position to assist with program implementation year round as needed.

## Volunteer Ambassador Program

Target audience	Community members who want to contribute to making Cheyenne more bicycle-friendly
Primary agency	City of Cheyenne/Cheyenne MPO
Potential partners	Bicycle Advisory Committee
Purpose	Create more capacity for organizing bicycle events and implementing bicycle programs; provide interested community members with opportunities to make a meaningful contribution to making Cheyenne a better place to ride a bike
Time frame	Summer
Sample program	Transportation Options Ambassador Program: <a href="http://www.portlandonline.com/transportation/index.cfm?&amp;a=329510&amp;c=34749">http://www.portlandonline.com/transportation/index.cfm?&amp;a=329510&amp;c=34749</a>

Many Cheyenne residents who love bicycling would be willing to volunteer if they were provided with a well-organized opportunity to contribute. Creating and managing a volunteer ambassador program does take time, but it can also expand community capacity and create goodwill in the community. The City Attorney should be contacted prior to establishing a Volunteer Ambassador program to identify the City's standard practices relating to volunteering and liability concerns. For example, it may be necessary to complete background checks for volunteers if they may interact with children.



*A volunteer transportation ambassador installs a free bike bell during a "Share the Path" event.*

Ambassadors should be invited to sign up regularly (e.g., at the start of the summer), and they should complete an application and attend a training. In return, they should receive a t-shirt (and nametag if desired) that identifies them as official volunteers. At the training, and on an ongoing basis, notice of volunteer needs should be sent to the pool of trained ambassadors.

It will be important to offer volunteers enough opportunities that they stay engaged, and also make sure that their volunteering experience is positive for them (that is, that they are clear about their responsibilities, know whom to meet/when/where, have resources if they are asked something they do not know the answer

to, or if a member of the public is aggressive or threatening, etc.). It is important to note that volunteers can support staff, often in a substantial capacity, but they cannot replace staff, and they should not be expected to represent the City and MPO without support.

Staff should look at the summer events work plan before the season begins to identify volunteer needs (e.g., valet bike parking, history or social ride leaders and sweeps, Bike Month event leads, and bicycle count shifts).

## **Municipal Bike Sharing Program**

Target audience	City employees
Primary agency	City of Cheyenne
Purpose	Promote work-related trips by bicycle; reduce daytime auto trips
Time frame	Ongoing

Cities are starting to see the benefits of establishing bike fleets for employee use during the day. They can be used for errands or meetings during the day or recreational rides during lunch. Many of these daytime trips, particularly within a downtown or employment center, are within bicycling distance. Bike fleets reduce a public agency's dependence on automobile fleets or personal vehicles and associated employer reimbursements. Because Cheyenne is relatively compact, a municipal bike fleet would be a great asset to city employees.

City of Cheyenne fleet bikes should have racks and fenders, and should be available for checkout from administrative staff. Periodic safety checks and necessary maintenance should either be assigned to a City employee with appropriate skills and interest, or can be contracted with a local bike shop.

A City of Cheyenne program should be seen as a starting place to building a larger public agency bike sharing program in partnership with the County and State offices in downtown. As the system grows, it may make sense to investigate more sophisticated docking hardware that allows for automated checkout, such as the Humana Freewheelin' system (<http://www.freewheelinwaytogo.com/FWWelcome.aspx>). Another next step would be to write a how-to manual, presentation, or other training opportunity that can be offered to other large employers in town (e.g. F. E. Warren Air Force Base or Frontier Refining, Inc.).

## Recommended Evaluation Efforts

### Annual Count Program

Target audience	City staff, elected officials, general public
Primary agency	City of Cheyenne/Cheyenne MPO
Potential partners	Bicycle Advisory Committee, community volunteers (e.g., Volunteer Ambassador Program)
Purpose	Gather important benchmarking information about bicycling
Time frame	Annually or semi-annually
Model program	<a href="http://bikepeddocumentation.org/">http://bikepeddocumentation.org/</a>

In order to determine this Plan's success at increasing bicycling rates and bicycling safety, it is necessary to establish an annual data collection program. At a minimum, this program should tally the number of cyclists and greenway users at key locations around the community (particularly at pinch points, in downtown, near schools, and on the greenways); the same locations should be counted in the same manner annually. If major bikeway or greenway infrastructure projects are planned, baseline and post-construction user counts can be performed through this coordinated annual count process for maximum efficiency. This will provide the City and MPO with information about growth of bicycling rates.



*Volunteers or agency staff should count and/or survey bicyclists on an annual basis.*

It is recommended that the data collection program use methodology developed by the National Bicycle and Pedestrian Documentation Project (NBPDP). Counts should be performed in the second week in September; one weekday count (from 5-7 PM on a Tuesday, Wednesday, or Thursday) and one Saturday count (12 noon – 2 pm) should be completed. Counters can be volunteers (such as through the Volunteer Ambassador program) or agency staff, as long as proper training is provided. Map 1 shows proposed count locations divided into two phases. These locations were selected based on their potential to capture existing bicycling activity near popular destinations like Cheyenne Depot Plaza and system access points like the Dry Creek Greenway trailhead. Other locations such, such as the City and MPO can choose to start with these core locations and expand as resources become available.

If desired, surveys can also be included in the data collection effort to learn more about walking and bicycling demographics, trip origin/destinations, etc. The NBPDP website includes count and survey instructions, forms, and participant training materials: <http://bikepeddocumentation.org>.

## **Automated Counts**

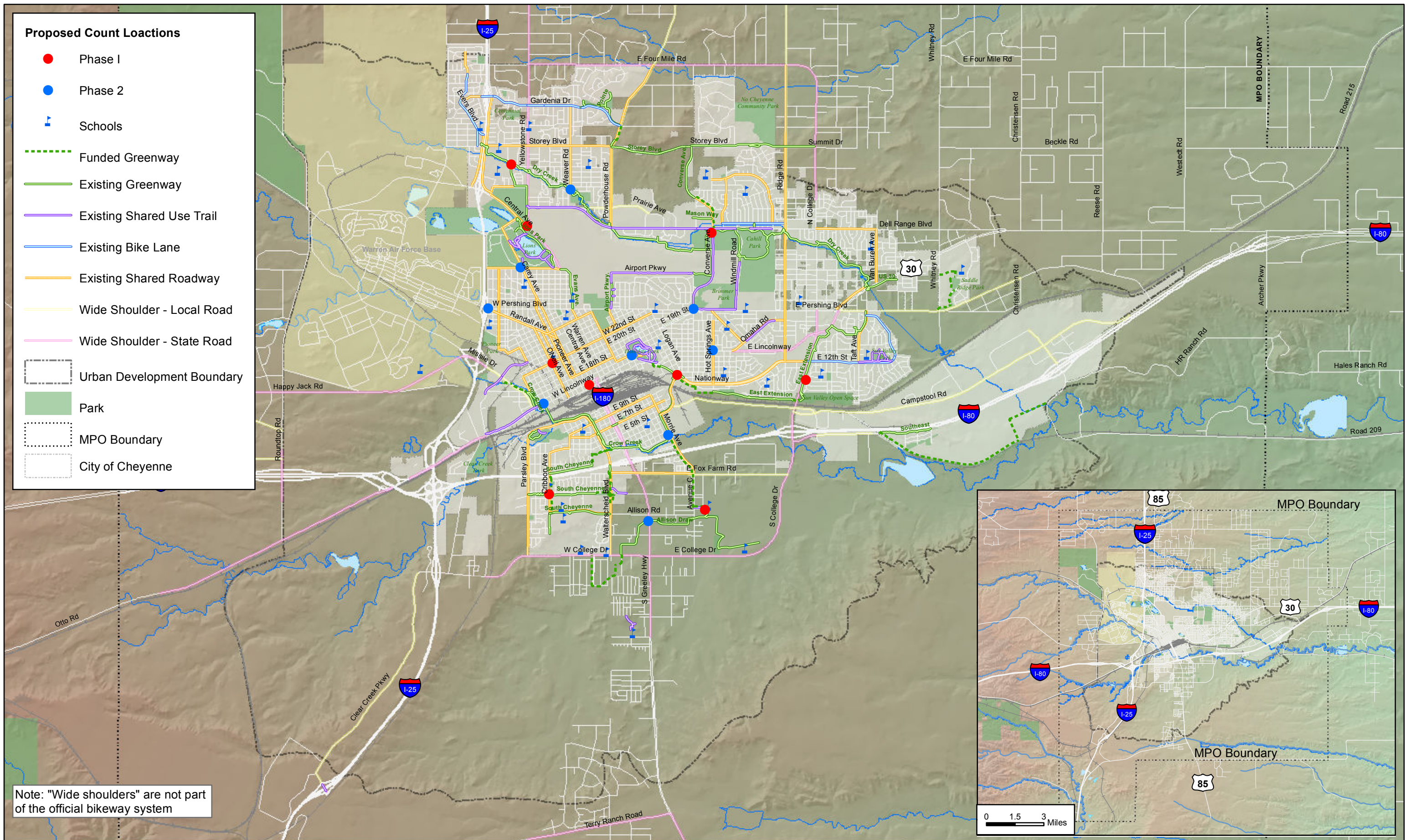
Bicycle and trail user counts can be conducted manually or with automatic count technologies; however automatic counters have certain advantages. Automatic count technologies are useful in conducting longer-term counts, establishing daily, weekly, or monthly variations and usually require fewer person-hours. The most common technologies used for bicycle and pedestrian counts are:

- Passive infrared (detects a change in thermal contrast)
- Active infrared (detects an obstruction in the beam)
- Ultrasonic (emits ultrasonic wave and listens for an echo)
- Doppler radar (emits radio wave and listens for a change in frequency)
- Video Imaging (either analyzes pixel changes or data are played back in high speed and analyzed by a person)
- Piezometric (senses pressure on a material, either tube or underground sensor)
- In-pavement magnetic loop (senses change in magnetic field as metal passes over it)

Most automated technologies work well for counting users that pass a specific point but most, with a few exceptions such as active infrared and video, cannot easily distinguish between bicyclists and pedestrians. A combination of technologies such as Eco-Counter's Eco-Multi, can also distinguish between types of users.

The most appropriate count technology is dependent on the count location and purpose. Passive infrared is best suited for screenline sidewalk counts, but not in places where pedestrians gather, such as in front of cafes or busy transit stop and is not recommend for cyclist counts. Active infrared can distinguish between bicyclists and pedestrians, and is therefore appropriate for shared use pathways. In-pavement magnetic loops are best for detecting bicyclists traveling along bike lanes or pathways. Video playback can provide information concerning user type, behavior, and demographics, in addition to count data. Another consideration is the physical installation of the counting device. Some infrared technology requires sensors to be installed on both sides of the pathway, while other devices can be effectively installed in locations with poles/street lights on just one side of the pathway or sidewalk, such as in an urban setting.

The City and MPO should use an automated counter to establish baseline counts and seasonal adjustment factors for heavily used greenway corridors, and before-and-after installation of an on-street facility to obtain before-and-after counts.



**Map 1. Proposed Count Locations**

**Cheyenne On-Street Bicycle Plan  
and Greenway Plan Update**

Source: Cheyenne - Laramie County Cooperative GIS Program  
Date: August 2011



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## Report Card

Target audience	City staff, elected officials, general public
Primary agency	City of Cheyenne
Potential partners	Bicycle Advisory Committee, Greenway Advisory Committee
Purpose	Share information about key walking and bicycling metrics
Time frame	Annually
Sample program	City of New York - <a href="http://www.nyc.gov/html/dcp/pdf/transportation/bike_survey.pdf">http://www.nyc.gov/html/dcp/pdf/transportation/bike_survey.pdf</a> City of San Francisco – <a href="http://www.sfbike.org/download/reportcard_2006/SF_bike_report_card_2006.pdf">http://www.sfbike.org/download/reportcard_2006/SF_bike_report_card_2006.pdf</a> City of Copenhagen - <a href="http://www.vejpark2.kk.dk/publikationer/pdf/464_Cykelregnskab_UK.%202006.pdf">http://www.vejpark2.kk.dk/publikationer/pdf/464_Cykelregnskab_UK.%202006.pdf</a>

This planning process has developed goals, objectives, and performance measures related to bicycling and greenways. It is a useful benchmarking activity to publish an annual report measuring accomplishments and performance against goals.

An annual report should include relevant bicycling metrics (count results, new bikeway/greenway facility miles, major completed projects, bicycle-involved crashes, number of organized events) and may also include information on user satisfaction, public perception of safety, or other qualitative data that has been collected related to cycling. Cumulative bikeway and trail mileage should be shown to demonstrate long-term progress in improving infrastructure.



The report can be assembled annually by the Bicycle Advisory Committee, based on information provided by City/MPO staff. The BAC should present the findings to Council, along with recommendations about key efforts for the coming year.

## Apply for Bicycle-Friendly Community Status

Target audience	N/A
Primary agency	City of Cheyenne

Potential partners	Cheyenne MPO, Bicycle Advisory Committee, Greenway Advisory Committee
Purpose	Gain public recognition for efforts to improve bicycling conditions, and raise awareness of bicycling to residents and elected officials
Time frame	As Plan implementation proceeds
More information	<a href="http://www.bikeleague.org/programs/bicyclefriendlyamerica/communities/">http://www.bikeleague.org/programs/bicyclefriendlyamerica/communities/</a>

The League of American Bicyclists has a well-respected Bicycle Friendly Communities (BFC) award program. The League recognizes four tiers of bicycle friendly communities: bronze, silver, gold and platinum. Communities fill out a detailed application that covers bike-related facilities, plans, education efforts, promotion initiatives, and evaluation work that has been completed by the jurisdiction. The award is designed to recognize progress that has been made, as well as assist communities in identifying priority projects to improve bicycling conditions. Receiving the award is a media-worthy event, and may give elected officials the opportunity to receive media coverage for the positive work they are doing.



*Cities can apply to be recognized as Bicycle-Friendly Communities.*

The City of Cheyenne should apply for bicycle-friendly community designation upon making strides to implement the bicycle and greenway recommendations in this Plan. The application can be completed by City staff with the support of the MPO and Greenway and Bicycle Advisory Committee members.