

Brookings Bicycle Advisory Committee 2017 Annual Report



Department: Brookings City Clerk

Purpose. The role of the Brookings Bicycle Advisory Committee (BBAC) is to advise the City Council, City Manager, and City Boards on bicycling related issues; help advance the state of bicycle infrastructure; encourage bicycling for transportation and recreation; public education and awareness; improve safety and compliance with traffic laws; assist the City with bicycle plans; review and suggest legislative and policy changes; recommend priorities for use of the public funds on bicycle projects; and help ensure Brookings retains and enhances its status as a bike friendly community.

Members.

Mike Lockrem, Chair
Joanie Holm, Vice Chair
Emily Braun
Caleb Evenson
Brittany Kleinsasser

Jennifer McLaughlin
Steve Paula
Eric Rasmussen
Keith Schram

Objectives.

The objectives of the BAC shall include, but are not limited to:

1. Policies
 - A. Advise the City Manager on implementation of the bicycle master plan for the City of Brookings.
 - B. Review and make recommendations on planning documents prepared by City departments affecting the use of the bicycle as a transportation and recreational mode. These shall include, but are not limited to, the Comprehensive Plan, Master Transportation Plan, Arterial Streets Classification Policy, neighborhood plans, area-wide development plans, and the Central Business District Plan.
 - C. Review and make recommendations regarding funding priorities for bicycle program activities and capital improvement projects insofar as they relate to bicycling.
 - D. Monitor activities of other jurisdictions as they affect bicycling in the city.
 - E. Advise City Manager on issues related to the current and future bicycle network, traffic safety, and innovative or best practices.
 - F. Consult with the Park and Recreation Advisory Board, Traffic Safety Committee, Sustainability Council and Planning Commission as needed to insure proper coordination of bicycle-related activities.
2. Implementation
 - A. Review and make recommendations on capital improvement projects developed by the City departments and outside agencies to ensure that adequate consideration is given to bicycles.
 - B. Review and make recommendations regarding bikeway signage and improvement plans.
3. Education and Enforcement
 - A. Advise city staff on promoting bicycle safety education and enforcement activities in the city.
 - B. Interact with local and regional law enforcement, other governmental agencies, and advocacy organizations as they relate to bicycle and pedestrian safety and on- and off-road bicycle network developments.
4. Community Involvement & Input
 - A. Provide a forum for citizens to comment to the city on the state of cycling locally and regionally.

- B. Advise city staff on issues related to public involvement in bikeway improvement projects with the goal of developing a consensus among the affected public.
- C. Establish and maintain communication with similar advisory committees in adjoining jurisdictions to support the enhancement of bicycle networks regionally.

2017 INITIATIVES

Bicycle Master Plan.

The Bicycle Master Plan is the result of significant community input on existing conditions, barriers to bicycling, priorities, and an analysis of existing and planned bicycle facilities. The final Plan provides for a city-wide bicycle network connecting neighborhoods and key designations, prioritizes funding and an implementation plan, a unified signage system, design guidelines for bicycling facilities, and goals and policy recommendations in areas of education, encouragement, enforcement and evaluation. The Plan will help guide capital investments and be a tool for coordinating city-wide projects, policies, and programs related to bicycle transportation. After countless hours of work by the BBAC, Toole Design Group, City Staff and volunteers, the Bicycle Master Plan for the City of Brookings was adopted by the City Council on February 28, 2017.

The following Bicycle Master Plan projects were completed in 2017:

- Project #5D – 5th Street South & Medary Avenue South – installed curb/gutter for 8’ shared use path on the south side of 5th Street South
- Project #17A – Medium Term – Extended gutter pan to 5’ wide at the 2nd Street S & Main Avenue S intersection
- Project #17B – Short Term – Installed curbside bicycle push button pedestals at the intersection of 2nd Street South & Main Avenue South
- Map - 22nd Avenue Corridor Study (8th Street South to 20th Street South)
- #32 – Trail Loop – Prepared for State Planning & Research Program Grant Proposal February 2018
- Bike Rack in front of City Hall

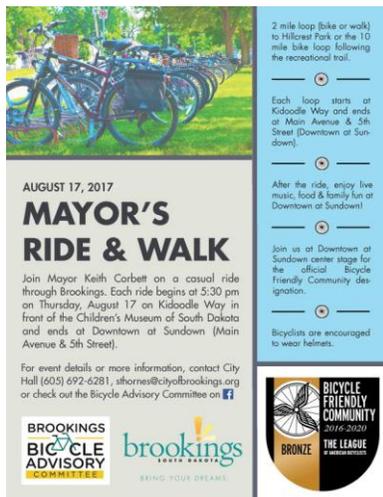
Growing Sustainable Communities Presentation “How to get 25,000 People on a Bike.”

Members of the Bicycle Master Plan Project Team presented on the successful development of the Brookings Bicycle Master Plan at this annual conference in Dubuque, Iowa. This conference is a unique opportunity to access the latest information on a wide variety of sustainability topics for leaders in government, education, healthcare and businesses of every stripe who seek a balance between economic prosperity, environmental integrity and social/cultural vibrancy in their communities. The Team provided real-life examples and described how to bring everyone to the table, build bridges before you need them, build buzz, implement your bicycle master plan and ring your bell. The Team included:

- Mike Lockrem, Brookings Bicycle Advisory Committee, Chair
- Emily Braun, Brookings Bicycle Advisory Committee, Public Education & Encouragement Chair
- Laurie Carruthers, Brookings City Communications Specialist & Bike Master Plan Project Manager
Shaun Lopez-Murphy, Transportation Plan, Toole Design Group, Brookings Bike Master Plan Project Manager

Bicycling Initiatives

- Recommended to proceed with an 8' wide shared use path for the design of Sixth Street from Main Avenue to Medary Avenue.
- Submitted a letter of support for the City of Brookings SD TAP grant application for an 8' wide concrete shared use path on the west and north sides of LeFevre Drive and a 5' wide concrete sidewalk on the south side of the LeFevre Drive cul-de-sac. The shared use path will connect employees, hotel visitors, pedestrians and bicyclists from a high-density commercial area with the Allyn Frerichs Bike Trail. The shared use path will facilitate a safer pedestrian and bicycle access to the Swiftel Center and numerous locations.
- Assisted Farmers Market in bicycle rack grant opportunity.
- Collaborated with Library Director on Bikes & Libraries and reviewed possible opportunities.
- Worked with City Engineer to establish bike counts in future traffic counts.



Mayor's Ride. Hosted the Annual Mayor's Ride and Walk on Thursday, August 17, 2017 starting at 5:00 pm at the Brookings Activity Center, 320 5th Avenue. Mayor Keith Corbett led the ride. This event was established to create, enhance, and promote opportunities for walking, biking, and running for residents and visitors; to promote fitness and healthy physical activity; and to have the Brookings community be recognized as a bicycle-friendly community. Participants chose from two routes. The first was a two-mile round trip bicycle or walk route from the Brookings Activity Center to Hillcrest Park and back. More experienced bicycle riders could do the ten-mile loop, which also began at the Activity Center, but then connects with the recreational trail in Larson Park before returning. After the ride, participants were encouraged to enjoy live music, food and family fun at Downtown at Sundown, as well as the official Bicycle Friendly Community designation. Event advertising included posters, FB, website, radio

program, and paid print advertisements. The City provided funding for the event. BBAC members, city staff, and community volunteers staffed the event.

League of American Bicyclists "Bronze Designation"

The City of Brookings received a Bicycle Friendly Community Bronze Award. Brookings joins more than 400 communities in all 50 states that are transforming our neighborhoods and making biking better with a BFC award. The League of American Bicyclists Bicycle Friendly Community award recognizes a city's commitment to improving conditions for bicycling through investment in bicycling promotion, education programs, infrastructure and pro-bicycling policies. The BFC program provides a benchmark for communities to evaluate these conditions and policies, while highlighting areas for improvement. The BFC program provides a roadmap to building a Bicycle Friendly Community and the application itself has become a rigorous and an educational tool in itself. Since its inception, more than 800 distinct communities have applied and there are five levels of the award — diamond, platinum, gold, silver and bronze. <http://www.cityofbrookings.org/DocumentCenter/View/3795>



The City celebrated the Bronze Bicycle Friendly Community designation with the annual Mayor’s Ride and the official designation at Downtown at Sundown. Seven signs were installed throughout the community showcasing this recognition.



Bike Month (May 1-31) - Conducted an extensive bike month promotional campaign that included event-specific posters, social media, government channel, website, radio programs, church bulletins, and cross-promoted email campaign.

4/22: Earth Day Booth - Staffed a booth at the Earth Day event and provided educational materials regarding bicycling safety and the BBAC’s initiatives to the attendees.

5/5: Promotion of “Bike to School Day” by student representatives and school principals.

5/14: Bike to Church Day – All churches were invited to participate and include the challenge in their church bulletins.

5/15-19: Bike to Work Week - Businesses were provided with a template of ideas to promote biking, which were distributed and promoted by the human resources association, industries, Chamber of Commerce and Downtown Brookings Inc. in their membership emails listserv and online newsletter. Additionally, businesses received informational toolkits on how to become a Bicycle Friendly Business.

5/26: “Historic Sites on Bikes,” organized by the Brookings Historic Preservation Commission and Critical Mass Ride and co-sponsored by the

BBAC, offered guided tours of historic sites in the Brookings area with a docent. Over 20 attended this annual event. Save the dates:

- 6/7 Bike Rodeo
- 6/24 & 25 Kite & Bike Festival
- 8/17 Mayor’s Ride & Walk

Public Education/Encouragement Efforts

- Campaigned “biking” public education poster.
- Promoted City BBAC Facebook page:
 - 251 likes
- Distributed *Smart Cycling Quick Guides* for bicyclists
- Posted educational videos and information on the BBAC website and Facebook.

<http://www.cityofbrookings.org/index.aspx?NID=491>



- Distributed bicycling education, encouragement and event materials through Chamber, Convention Visitor’s Bureau, Churches, Human Resources Directors, and School District.
- Developed event-specific poster and promotional campaigns for all special events.
- BBAC infrastructure committee met with the Brookings Police Chief to review current bicycle education initiatives and identify future projects and involvement by the Department

2017 | 2018 GOALS & WORK PLAN

1. Bike Master Plan

- A. Completed bike master plan and facilitated adoption by the City Council.
- B. Advise elected officials and city staff on the implementation of the bicycle master plan for the City of Brookings.

2. Review Bicycle Master Plan “Strategies & Actions” (pages 56-69) and identify BBAC 2017 priorities:

STRATEGY 1: SUPPORT SAFE ROUTES TO SCHOOL (SRTS) PLANNING AND PROGRAMS AT ALL SCHOOLS IN BROOKINGS

Action 1a Further develop bicycle-related curriculum at all schools.

Brookings School District/Brookings Bicycle Advisory Committee (BBAC)/Police

- Establish formal liaisons with school district to include teachers and parents
- Research SRTS funding
- Identify school district needs (e.g. bike storage/locks)

STRATEGY 2: ENFORCE BICYCLING TRAFFIC LAWS FOR BICYCLISTS AND MOTORISTS

- Meet with Police Chief on all action items under this strategy
- Work with Brookings Police Department on recommended education, encouragement & enforcement initiatives

Action 2a Review and update existing laws and ordinances that affect bicyclists.

City Attorney/City Council/City Clerk/Police/BBAC

- Toole recommendations for suggested work items and prioritization (P. 24)
- Request City Attorney review of proposed revisions. Submit for City Council action

Action 2b Train law enforcement officers on bicycle-related traffic laws.

Brookings Police/SDSU Police

- Following adoption of new laws and ordinances affecting bicyclists, provide in-service training for Brookings and UPD officers

Action 2c Create, print, and distribute pocket-sized law cards.

Brookings Police/SDSU Police/BBAC

- Research pricing and quantity requirements
- Include Brookings “branding” on printing
- Include Brookings specific bicycle-related traffic laws in the cards
- Seek funding assistance from city and community partners

Action 2d Phase in enforcement with warnings, then citations.

Brookings Police/SDSU Police

- Action 2e Create and offer a ticket diversion program for bicyclists and motorists.
- Brookings Police/SDSU Police/BBAC*
- Provide Brookings Police Department with assistance in materials and setting up a ticket diversion program

STRATEGY 3: DEVELOP A COMPREHENSIVE APPROACH TO BICYCLING EDUCATION

- Action 3a Distribute pocket-sized *Smart Cycling Quick Guides* for bicyclists.
- Police/Parks & Recreation/City Clerk/BBAC/SDSU/Convention & Visitors Bureau (CVB)*
- Order from League; see Strategy 2, Action 2C, for additional details

- Action 3b Incorporate bicycling into SDSU student orientation in Brookings.
- SDSU/BBAC/Police/SDSU Bicycle Committee*
- Meet with partners to determine strategy and schedule
 - Provide information on bicycle registration, public education and local laws online
 - Promote via social media by BBAC and SDSU
 - Offer free bicycle registration at student orientation (June 2018)

- Action 3c Develop and distribute a “Share the Road” educational campaign tailored to Brookings, using posters, online videos, and audio recordings.
- City Clerk/BBAC/Police/SDSU*
- Continue to include new materials on bicycling Facebook page and website

- Action 3d Host trainings for local “League Certified Instructors.”
- BBAC/City Clerk/Police*
- Research cost and number participants required
 - Identify potential participants from Brookings PD, UPD, BBAC, bike shops, SDSU, and Sioux Falls
 - Work with League of American Bicyclists to secure an instructor

- Action 3e Offer bicycle skills and adventure classes.
- Parks & Recreation/BBAC*
- Consider including skills training at BBAC sponsored or co-sponsored events

- Action 3f Train municipal and school employee drivers on how to operate safely around bicyclists.
- SDSU/Brookings School District/Street Department/Human Resources/Police/SDSU/*
Brookings School District/Brookings Area Transit Authority
- Meet with partners, including City Safety Committee/Human Resources Dept., to identify in-service opportunities for city employees
 - Provide educational information to community partners

STRATEGY 4: ORGANIZE AND PROMOTE BICYCLE-RELATED EVENTS

- Action 4a Organize and carry out an annual "Open Streets" event.
Downtown Brookings Inc./BBAC/CVB/City Clerk
- Meet with partners to identify potential "open streets" events that could include the Farmers' Market, Bike Rodeo, Downtown at Sundown, SDSU events
- Action 4b Increase the number of bicycle-related events.
BBAC/City Clerk/BBAC
- Incorporate bicycles into existing community events
 - Identify promotional opportunities such as ribbon cutting events (Farmers Market bike racks)

STRATEGY 5: DEVELOP, ADOPT, AND INTEGRATE A COMPLETE STREETS POLICY

- Action 5a Develop and adopt a Complete Streets policy.
City Council/City Clerk/BBAC/Engineering/Community Development
- Draft complete streets policy to include in the city's new Master Comprehensive Plan

STRATEGY 6: PROMOTE THE BICYCLE FACILITY NETWORK

- Action 6a Create and distribute a print and online bicycle facility network map.
CVB/Engineering/Parks & Recreation/BBAC
- Update current bicycle network map; work with city departments and CVB to create better map for online and printed materials
 - Include current bicycle network map in Fall Community Guide this October
- Action 6b Develop and maintain a webpage for bicycling in Brookings.
City Clerk/BBAC/Parks & Recreation
- Develop Brookings bicycling website landing page for all things bike, linking City of Brookings to other bicycling organizations, the CVB, and SDSU
 - Key location for visitors and residents for bicycling issues
 - Draft design and logo
 - Work with City staff to provide updates on bike facility improvements each year

STRATEGY 7: IMPLEMENT AND ENFORCE SUBDIVISION REGULATIONS THAT SUPPORT BICYCLING

- Action 7a Amend subdivision regulations to support bicycling.
BBAC/Community Development
- Review current subdivision regulations. Draft and submit proposed amendments, if needed.

STRATEGY 8: INCREASE THE NUMBER OF ORGANIZATIONS PARTICIPATING IN THE BICYCLE FRIENDLY BUSINESS (BFB) PROGRAM

Action 8b Find bicycle champions to submit Bicycle Friendly Business applications for other organizations.

Chamber of Commerce/BBAC

- Create Bicycle Friendly information packet and distribute to large businesses
- Contact business representatives to encourage submittal of a Bicycle Friendly Business application

STRATEGY 12: DEVELOP A BICYCLE CRASH EVALUATION PROGRAM

Action 12a Determine the type of crash data already being collected

Engineering Department/Brookings Police/SDSU Police

- Meet with Police Chief to review data collection process

STRATEGY 13: CREATE A BICYCLE COUNT PROGRAM

- Meet with City Engineer and Parks & Recreation Director to identify locations
- Request including collection of bicycle data in the 2017 survey schedule
- Draft data collection process
- Assist recruiting count volunteers via social media

Action 13a Identify 10 to 14 locations to gather count data

BBAC/City Clerk/Engineering/Parks & Recreation

Action 13b Solicit and train volunteers to conduct manual counts at select locations

Internship program/SDSU/BBAC/City Clerk/Engineering

Action 13c Analyze initial count data and determine next steps for the program

Consultants/Engineering/City Clerk/BBAC

3. Public Education/Encouragement

A. Re-evaluate committee and restructure

B. National May bike month activities

- Bike Month Poster and event-specific posters
- Email promotion through Chamber, Churches, Businesses, Human Resource Directors, Schools
- Promote Bike to School through Brookings School District
- Promote Bike to Church Day
- Promote Bike to Work Day and Week
- Historic Sites on Bikes (work with Critical Mass & Historic Preservation)

C. Develop and host 2017 Mayor's Ride – August 2017

- D. General Education/Encouragement
 - Increase Facebook likes
 - Increase engagement
 - More live videos
 - Hashtag
 - Presentations at Green Drinks, Million Cups, and other opportunities
 - Promote businesses obtaining Bike-Friendly designation

- E. Assist and promote other biking initiatives (Bike Rodeo, Safety Town, Kites & Bikes, Critical Mass Rides)

- F. League of American Bicyclists “Bicycle Friendly Designation” for City
 - Hold event to commemorate the designation
 - Meet with city departments to identify Bicycle Friendly sign locations and purchase and install signs
 - Review latest report card, identify areas needing further research, and create list of initiatives to complete for next submittal
 - Recommend January or August 2018 submittal for Silver designation

4. **Constituency Building with the following individuals and organizations:**

- A. Mountain Bike Club Liaison
- B. Brookings High School Student Liaison
- C. SDSU
- D. Critical Mass
- E. Brookings School Administration
- F. Brookings Boys & Girls Club
- G. Meet with new city council members on annual basis
- H. Leadership Brookings (future class work on bike plan project)

5. **Facilities/Policies/Programs Committee**

- A. Working with parks, engineering, community development, seek grant funding opportunities
- B. Meeting with street and engineering regarding marking repainting & maintenance

