

Brookings Bicycle Advisory Committee 2016 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
Caleb Finck*
Brittany Kleinsasser
Jennifer McLaughlin

Vern Olson*
Steve Paula
Eric Rasmussen
Keith Schram
Meghan Thoreau*
Ben Vukovich*

**term expired/or resigned*

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.

2016 INITIATIVES

Enabling Ordinance. The City Council passed the Bicycle Committee Charter on September 8, 2015. On December 15, 2015, the City Council directed staff to prepare an enabling Ordinance to formally create the Brookings Bicycle Advisory Committee as an official city committee with Council appointed members and designated terms. On January 26, 2016, the City Council adopted Ordinance 16-001, formally creating the Brookings Bicycle Advisory Committee.

Bicycle Master Plan. The BBAC and staff implemented the bicycle master planning process consisting of the following actions:

- Sought guidance from the League of American Bicyclists regional and national offices for the RFP, policy, and plan examples;
- Reviewed bicycle master plans from across the country;
- Developed a bicycle master plan implementation schedule and Request for Proposal document;
- Developed a bicycle master plan consultant list of 28 firms with direct mailing of RFP. Eight firms submitted proposals within the 3-week proposal window;
- The eight proposals were reviewed by a team of the City Manager, City Clerk, City Engineer, Park & Recreation Director, BPAC Chair and member, which selected three firms to invite for interviews;
- The BBAC, city staff, and volunteers interviewed the three firms and voted unanimously to recommend Toole Design Group; and
- The final recommendation was presented to the City Council on May 10, 2016 and the contract with Toole Design Group was approved on May 10, 2016.
- BBAC staff served as the project manager on bicycle master plan project from May 2016 to February 2017, facilitating communications with key city staff, providing information to the consultant, and participating in biweekly and weekly calls with consultant, BBAC members and city staff;
- Developed and executed robust community engagement strategy resulting in 1,000+ citizens providing input on bicycling needs;
- Conducted community workshop & online engagement methods: print ads, social media with Facebook boosts, posters, website, government channel, chamber newsletter, press releases, radio PSA, live radio program, large business newsletters, yard signs, personal email invites to listening sessions, flyers, feature article, city council meeting presentation, SDSU President's Monday morning message, survey/interactive map, presentations to service clubs and Million Cups;
- Facilitated meetings with the consultant and city staff on November 3rd to review the community engagement report/recommendations;

- Solicited input on the draft plan via direct mailing, social media, website, community workshop and presentation, staff meetings, and listening sessions (January/February);
- Conducted multiple edits to the document based on input from city staff and the community; and
- Submitted the final plan to City Council for review and adoption on February 14, 2017.

Member/Volunteer Engagement Efforts

- Created Public Education/Outreach Subcommittee and Infrastructure Subcommittee;
- Actively recruited members and future leadership to the committee;
- Actively recruiting community volunteers for the committee activities; and
- Actively engaged appointed members and community volunteers in bicycling initiatives.

Policy Recommendations

- Developed implementation strategies for bicycling improvements outlined in City Council Resolution No. 15-092, A Resolution of Commitment regarding City of Brookings Bicycling Initiatives:
 - Achieve Silver Level Status from the League of American Bicyclists by the end of 2017
 - Creating a Master Plan for bicycle usage
 - Developing a schedule for further development of bicycle lanes
 - Planning for future bicycle connection points to the east side of the interstate
 - Identifying ways to increase bicycle parking and bicycle safety
 - Be It Further Resolved that the City of Brookings lead by example by adding bicycle parking near the main entrances of all city buildings, which serve the public no later than March 31, 2016.
 - Be It Further Resolved that bicycle lanes, as the preferred option, or bicycle advisory lanes, as the secondary option, are created by March 31, 2016 on the following roads:
 - 11th St. from 3rd Ave. to Medary Ave. and 16th Ave. to 22nd Ave.
 - 8th St. from Western Ave. to 20th Ave.
 - 3rd St. from 5th Ave. to 17th Ave.
 - 5th Ave. from 8th St. to 3rd St.
 - 12th Ave. from 8th St. to 3rd St.
 - 20th Ave. from 8th St. to 3rd St.
- Sixth Street; Main to Medary Project
 - BBAC Vice-Chair served on 6th Street ad hoc task force,
 - Developed recommendation for 6th Street protected bike lanes, and
 - BBAC presented formal recommendations to the City Council with recommendations for protected bicycle lanes on 6th Street, Main to Medary section.
- Researched and developed bicycle rack standards, dated January 28, 2016

League of American Bicyclists “Bronze Designation”

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.

In 2015, the City of Brookings applied and received an “Honorable Mention.” In 2016, the BBAC and staff reviewed the past application and scorecard, communicated with League officials, identified public education/encouragement, event, policy and enforcement improvements that would improve scoring, implemented the following items cited in this report, wrote and submitted a detailed application narrative, and obtained bicycle friendly bronze designation.

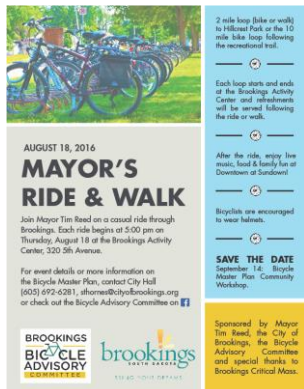
<http://www.cityofbrookings.org/DocumentCenter/View/3795>

Public Education/Encouragement Efforts

- Created “biking” public education posters.
- Developed City BBAC Facebook page:
 - 229 likes
- Developed BBAC logo in compliance with city branding standards.
- Developed City BBAC website page.

<http://www.cityofbrookings.org/index.aspx?nid=475>
- 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.
- BBAC chair was guest speaker at "(bike to) Million Cups"
- BBAC chair was guest speaker at the Sustainability Council's monthly "Green Drinks" speaker's series
- Developed event-specific poster and promotional campaigns for all special events.
- Developed Share-the-Road posters, in cooperation with the BBAC, SDSU University Relations and Brookings Police Department.
- BBAC infrastructure committee met with the Brookings Police Chief to review current bicycle education initiatives and identify future projects and involvement by the Department



Mayor's Ride. Hosted the Annual Mayor's Ride and Walk on Thursday, August 18, 2016 starting at 5:00 pm at the Brookings Activity Center, 320 5th Avenue. Mayor Tim Reed 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. 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.

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.

- 5/1: Official release of new Facebook page
- 5/1: Official release of new city BBAC logo
- 5/4: Promotion of “Bike to School Day” by student representatives and school principals
- 5/7: Safe Cycling Class at Mickelson Middle School, funds raised earmarked for students in need of bikes
- 5/10: Presentation at the City Council meeting and action to award the bicycle master plan contract
- 5/11: Appearance on Prairie Doc Public Television Show to promote Bike Month
- 5/14: 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.
- 5/15: Bike to Church Day – All churches were invited to participate and include the challenge in their church bulletins
- 5/16-20: 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.
- 5/21: Poker Run & Family Ride, co-sponsored by the Brookings Mountain Bike Association and BBAC, at the Dakota Nature Center, offered a course for kids and an adult course
- 5/27: “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 30 attended and the BHPC and BBAC plan to make it an annual event

REMEMBER TO ALWAYS RIDE SAFE AND WEAR YOUR HELMET!

BROOKINGS BICYCLE ADVISORY COMMITTEE

MAY 21 10:00-12:00 pm | FREE
Dakota Nature Park Family Ride
 Begins and ends at the SouthBrook Pump Park

MAY 21 12:00 pm | \$10
Poker Bike Ride

REGISTER starting at 11:30 am; SouthBrook Pump Park (Immediately northwest of SouthBrook Softball Complex)

- 1st Stop: The Outdoor Adventure Center (2810 22nd Avenue S)
- 2nd Stop: The Depot (921 20th Street S)
- 3rd Stop: Skatepark (in the lawn south of the Brookings High School)
- 4th Stop: Wellness Center (1440 N Campus Drive)
- 5th Stop: Sioux River Bicycles & Fitness (501 Main Avenue)
- Ends at Bicycle House and draws Poker Hand (311 3rd Street)

MAY 27 5:30 pm | FREE
Historic Sites on Bikes

- Start at Carnegie Library/Brookings Arts Council - 524 4th Street
- Sexauer House - 929 4th Street
- Lincoln Music Hall - SDSU Campus
- Woodbine Cottage - 929 Harvey Dunn Street
- Lockhart House - 1001 6th Avenue
- Fishback House - 501 8th Street
- Ivan Cobel House - 727 Main Avenue
- Sexauer Seed District - Main Avenue at the railroad tracks
- Return to the Brookings Arts Council

For event details, check out Brookings Bicycle Advisory Committee or Historic Preservation Commission on Facebook

DRAFT 2017 GOALS & WORK PLAN

Goals will be finalized after adoption of the Bicycle Master Plan.

- a. Bicycle Master Plan adoption (February/March)
- b. Public Education/Encouragement Committee
 - o Review recommended strategies provided in Bicycle Master Plan to include on-off street signage program
 - o Further develop the website with educational materials, videos, and encouragement
 - o Develop and host 2017 Mayor’s Ride – August 2017
 - o Review proposal to cohost South Dakota Bike Summit in 2018 (consider combining with Mayor’s Ride)
 - o Presentations at Green Drinks, Million Cups, and other opportunities
 - o Working with Critical Mass & Historic Preservation on shared event (Historic Sites on Bikes Ride)
 - o Participate in community and university Earth Day events

- Assist and promote other bicycling initiatives (Bike Rodeo, Safety Town, Kite & Bike Festival, Critical Mass Rides)
- c. Constituency Building
 - Mountain Bike Club Liaison
 - Brookings High School Student Liaison
 - Meet with new city council members
- d. Enforcement
 - Work with Brookings Police Department on recommended education, encouragement & enforcement initiatives
 - Working with League of American Bicyclists to host a LCI training in Brookings
- e. Facilities/Policies/Programs
 - Participate in Comprehensive Master Plan community engagement processes
 - Working with parks, engineering, community development departments to seek grant funding opportunities
 - Meetings with street and engineering departments regarding marking, repainting & maintenance
- f. Bicycle Friendly Designation:
 - Hold an event to commemorate the designation
 - Purchase and install signs at entrances
 - Review latest report card, identifying areas needing further research, and creating a list of initiatives to complete by August submittal. Resubmit for Silver designation.
- g. Promote businesses obtaining Bicycle-Friendly designation
- h. Organizing robust 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

