



City of Phoenix

STREET TRANSPORTATION DEPARTMENT

2012 BICYCLE MASTER PLAN - DRAFT

The Street Transportation Department, in cooperation with the **(LIST CITY DEPARTMENTS)** and the Environmental Quality Commission Bicycle Subcommittee, is pleased to announce the 2012 City of Phoenix Bicycle Master Plan (the Plan). The Plan is a set of goals, objectives, and actions to be completed to make Phoenix a great place for bicyclists. Bicycling is an important component of the city's sustainability efforts. The Bicycling Element of the City of Phoenix General Plan has three goals:

1. **Bicycle Access** - Increase bicycle access to destination points in Phoenix and maximize bicycle connections to other cities and areas that border Phoenix.
2. **Ridership** - Increase bicycle ridership by removing barriers, improving facilities and providing more rider information.
3. **Safety** - Improve bicycle safety through education, signing and safety features.

The Bicycle Initiatives Subcommittee (BIS) of the Environmental Quality Commission is the citizen advisory body on bicycling issues in the City of Phoenix. BIS promotes and facilitates the increased use of bicycles throughout Phoenix as part of an effective transportation system. The Plan goals below are achievable. Each goal requires planning, development, and implementation. The Plan goals are part of an integrated strategy to provide safe accommodation for bicycling and encourage people to bicycle for transportation and recreation. Encouraging bicycling is a simple way towards improving public health. As more and more people bicycle more often, Phoenix will experience reduced traffic congestion, improved air quality and greater physical fitness. In addition, Phoenix is building places with a high quality of life, where people want to live, work, and visit. Building a community that embraces bicycling translates into a more connected, physically active, and environmentally sustainable community that enjoys increased property values, business growth, increased tourism, and more transportation choices for Phoenixians.

The Plan intends to address important topics:

- 1 Engineering
- 2 Education
- 3 Encouragement
- 4 Enforcement

Success in these topics is crucial for Phoenix to be perceived as a bicycle friendly community. As Phoenix makes progress on these topics, more and more people will choose to ride bicycles.

This Plan should be updated every two to three years as bicycle demands change.



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Details and activities significant to the “SMART” goals of the Plan are presented below:

SMART Goals

Specific - Measurable - Attainable - Realistic - Timely

1. Improve Access for Bicyclists

- 1A. ***Plan, design and build new bicycle facilities, where practical, on collector and arterial streets that do not currently have facilities, including possible bicycle facilities on roadway, overlay, retrofit and landscaping plans***

Design and install 5 miles of new bike lanes per year on collector and arterial streets throughout the City, including 2 miles of new bike lanes on scheduled Street Transportation Capital Improvement Projects (CIP).

- 1B. ***Connect schools, parks, canals, and neighborhoods in conjunction with Safe Routes to School plans***

Design and install 2 miles of new bike lanes, or over-the-road bike routes connecting schools, parks and other neighborhood centers with the overall Phoenix bikeway system.

- 1C. ***Connect Parks and Recreation Department facilities to right-of-way with new bike facilities, where feasible***

Identify and pursue opportunities for parks/right-of-way connections.

- 1D. ***Develop, implement and manage a bicycle rack and corral program to install racks in City right-of-way or private property***

Develop and pilot bike rack program to provide racks to bike-friendly businesses for installation on private property; install at least 2 bicycle corrals in City right-of-way in the place of two parking meters in the downtown area.

- 1E. ***Conduct ongoing city-wide bicycle outreach to learn the wants and needs of Phoenix bicyclists, including possible new facilities or products or design and maintenance issues. Results from this outreach should be considered by a decision model of infrastructure priorities.***



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Create survey for online distribution primarily at www.phoenix.gov/bicycling and non-profit organizations and neighborhood associations; hold annual bicycle summit to provide updates and get feedback from the biking community.

1F. ***Add bicycle lanes as a GIS mapping layer for all Street Transportation Department employees to use***

Develop plan including staffing and resource requirements to plot inventory of bicycle facilities on existing GIS database.

2. Increase Bicycle Ridership

2A. ***Identify latent bicycle ridership demand among the public, including barriers to bicycle riding and develop plans to reduce those barriers; develop a system to map latent bicycle demand***

Develop plan including staffing and resource requirements to utilize the data collected as part of the Maricopa County Annual Trip Reduction Survey.

2B. ***Work with other City departments to identify their bicycling needs and assist them in developing a bicycle plan that is compatible with the Streets plan***

Develop plan including staffing and resource requirements to provide outreach services to other City Departments to assess and provide limited assistance on improving bicycle usage and access.

2C. ***Promote an annual bicycle festival in a City recreation area such as Cesar Chavez Park, Steele Indian School Park, or Reach 11;***

Meet with Parks and Recreation, Police and Street Transportation personnel to plan and coordinate at least one annual community bicycle festival or event.

2D. ***Develop, implement and manage a Bicycle Sharing plan for Phoenix and encourage other cities/agencies to participate***

Develop plan including staffing, management and resource requirements for a bicycle sharing program in Phoenix.

2E. ***Perform annual bicycle counts at specified locations***



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Develop plan including staffing and resource requirements to conduct periodic bicycle use field observations along various routes; Data such as bicycle frequency, helmet use, etc. would be recorded.

3. Improve Bicycle Safety

3A. ***Provide materials to educate bicyclists and motorists on regulations, rules of the road and safe sharing of the road;***

Develop and publish a graphic novel on bicycle safety that appeals to 13- to 17-year olds; procure and distribute "Helmet your Head" and "Sharing the Road" brochures from Valley Metro; procure and distribute educational materials from ADOT and GOHS and other government, healthcare or non-profit institutions.

3B. ***Establish a standard bicycle marking plan as part of Street Transportation's Traffic Operations Handbook***

Develop and maintain standard practices for bikeway signing and striping for the Traffic Operations Handbook.

3C. ***Publish bicycle collision summaries as data become available***

Publish annual bicycle collision summary within one year of the data becoming available; identify bicycle crash trends.

3D. ***Support and coordinate Police and Safe Routes to School (SRTS) efforts on bicycle safety***

Attend at least 5 bike rodeos and SRTS events as schedule permits; assist in the organization and implementation of the annual Bicycle to School events.



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Bicycling Element

EXECUTIVE SUMMARY

The Bicycling element recommends programs to accomplish three goals.

Bicycle access: increase bicycle access to destinations in Phoenix and maximize bike route connections to other cities.

Ridership: increase bicycle ridership by removing barriers, improving facilities and providing more information.

Safety: improve bicycling safety through more education, better signage and installation of more safety features.

INTRODUCTION

The Bicycling element sets forth goals, policies, and recommended programs that will help enhance the bicycle facilities within the city of Phoenix. Bicycle facilities include off-street bicycle paths (paved and unpaved), multi-use trails, striped and signed bike lanes on city streets, signed bike routes on city streets, and also end-of-trip facilities such as bicycle lockers and bicycle racks, to enhance the bicycle's role in developing and implementing intermodal transportation programs.

Bicycling is a popular and efficient method of transportation throughout the United States and the world. Many households own bicycles, and many people ride them for recreation and for commuting. Bicycling is particularly popular in Arizona, with our sunny, dependable weather, scenic attractions, and varied topography. Providing safe bicycle facilities will encourage and promote more bicycle trips.

This Bicycling element has been reviewed by the city of Phoenix Bicycle Advisory Committee, with many of their ideas incorporated. Requests from citizens for bicycle facilities have also helped to improve the element.

GOAL 1 ACCESS: INCREASE BICYCLE ACCESS TO DESTINATION POINTS WITHIN THE CITY OF PHOENIX AND MAXIMIZE BICYCLE ROUTE CONNECTIONS WITH NEIGHBORING CITIES AND AREAS CONTROLLED BY MARICOPA COUNTY.

Policies:

1. Provide a more accessible bicycle system, which ties all potential origin points with major destination points.

Recommendations:

- A. Update the Planned Phoenix Bicycle System that was adopted in September 1987, and update the priorities and responsibilities for bicycle facilities outlined in the Plan according to the updated priorities. Establish a schedule for regularly reviewing and updating the plan (See Figure 1).
- B. Take steps to improve and maintain existing street system to increase safety and usefulness for bicyclists.
- C. Continue to require bike lanes on new arterial and collector streets, as shown in the