

Bikes Belong Coalition

Guide to Bicycle Advocacy



Bikes Belong

*Developed for the
Bikes Belong Coalition, Inc.*

*Prepared by the
Bicycle Federation of America
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Contents

<i>Preface</i>	2
<i>Chapter One:</i> Making Your Community Bicycle-Friendly	3
<i>Chapter Two:</i> TEA-21 —What It Is and What It Provides	7
<i>Chapter Three:</i> What Needs to Be Done	13
<i>Chapter Four:</i> How to Get What You Want	23
<i>Chapter Five:</i> Tools and Tactics for Advocacy	29
<i>Chapter Six:</i> Resources	39

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Bikes Belong

Preface:

SONG OF THE CYCLE

By Will Carlton (1878)

*Good morning, fellow cyclists, — here's a warm fraternal hand,
As, with a rush of victory, we sweep across the land!
If some may be dissatisfied to see the way we ride,
We only wish their majesties could travel by our side!
For we are pure philanthropists,
Unqualified philanthropists,
And would not have this happiness to anyone denied;
We claim a great utility that daily must increase;
We claim from inactivity a sensible release;
A constant mental, physical and moral help we feel,
That bids the true enthusiast cry, "God bless the wheel!"*

In 1878 the bicycle was just beginning its ride through history. Cars and planes were barely conceivable fantasies then, and even bicycles were rare and costly, confined almost exclusively to the monied classes. The modern view of the bicycle may be more subdued than Will Carlton's paean, but in the truth of his words he manages to capture the spirit of the 'wheel'. Cyclists are pure philanthropists in that they share the riches they have garnered, the "constant mental, physical moral help" with those who join them.

In the 120+ years since Carlton captured in words the joy of cycling there has been a transformation of society in all areas of the industrialized world that resulted from the improvements in transportation that began with the bicycle. There is no easy change possible from our current dependence on fossil-fuel powered vehicles for the vast majority of our personal and commercial transportation needs. And yet, cycling is still available as part of the solution to the current problems in personal transport, physical fitness, and preservation of our environment. Bikes belong in our strategies for the 21st century, strategies for transportation, for recreation, for health, for energy conservation, and for improving the quality of life in our communities.

United States Secretary of Transportation Rodney E. Slater has said that America cannot pursue the strategy of building 20th century road systems in the 21st century. Citing the need to consider our communities, our health, and our resources, Secretary Slater declared that bikes belong in all future transportation plans and strategies. With the passage of the Intermodal Surface Transportation Efficiency Act (ISTEA), Transportation Equity Act for the 21st Century (TEA-21), and other legislation enabling and encouraging bicycling facilities, Congress has shown its leadership on the same issues addressed by the administration. Bicycle advocates and professionals now have an unprecedented opportunity to help make the safe and enjoyable access to rational transportation alternatives a reality. Bikes Belong Coalition is an organization established and supported by the leaders of the bicycle industry. Our mission is "putting more people on bikes more often through the implementation of TEA-21". Bikes Belong Coalition is proud to present this handbook on TEA-21 as a tool for those who want to make America bicycle-safe, bicycle-friendly, and bicycling positive.

Richard Olken
Executive Director, Bikes Belong Coalition

Making Your Community Bicycle-Friendly

In 1991, new federal transportation legislation was signed into law by the President. Known as ISTEA (“Ice Tea”), the Intermodal Surface Transportation Efficiency Act dramatically changed our whole approach to transportation, especially relating to bicycling. Seven years later, the passage of the Transportation Equity Act for the 21st Century (TEA-21) continues the revolution and provides even greater levels of support for making communities more bicycle-friendly.

How did this come about?

Not long after the end of World War II, about the same time as the first Baby Boomers were learning to ride bikes, our federal government started funding the construction of the Interstate Highway System. It was a big job and it took a long time, but by 1990 it was more or less completed. When it came time to think about the future of the federal highway program — now that this system of more than 42,000 miles of big highways had been built — the question that was asked was “What should we do now?” Would you believe that part of the answer that the Congress came up with was we need to make it easier and safer to ride a bike?



That’s right! The federal government said that it was time to give people more transportation choices and one of the things needed was to make communities more bicycle-friendly. Because, for 40 years all the attention had been directed to building fast roads between cities and across the country, while our communities — the places where we live — were generally neglected.

The quiet residential streets of the 1950s aren’t so quiet any more. Many of them have been widened to make way for more cars that are travelling much faster. The places many of us rode when we were kids — our neighborhoods — have been overrun by cars. Today, many parents are afraid to let their children ride or even walk to school. This isn’t a good thing. Public health officials are concerned by the rapidly growing number of kids who get little or no regular physical activity and who have become obese. And this is not just a problem for the kids. Most of us are not getting enough physical activity, increasing the risk of chronic disease. In addition, we continue to suffer from bad air quality, most of it due to the overuse of cars: more than 40 percent of all trips are less than

In his March 1999 editorial, "Why Johnny Doesn't Ride," *Bicycling Magazine's* Geoff Drake makes the connection between our transportation system and what it's done to the health of our nation's kids:

"*Bicycling's* California office is near two elementary schools, so each morning we witness an endless queue of SUVs and minivans waiting to deposit all the little Barts and Lisas at school.

"What's wrong with this picture? Why must our kids be individually chauffeured to school, to soccer, to the park?

"Something sacred has been lost when a generation is growing up without the pleasure and freedom of riding a bicycle. The impact can't be overestimated: Without this pivotal, unifying experience, cycling as a sport will wither and die.

"So, how can we reclaim the streets for our youth?

"The issue of inactivity has come to the attention of the influential Centers for Disease Control and Prevention—the same richly endowed bureaucracy that went up against the tobacco industry with such success. Now the CDC has decided to take on the next big threat to public health: inactivity."

streets we already have so that people feel comfortable riding on them.

2. More trails: we need more trails, which are like

two miles long, yet even most of these short trips are made by car. Making our communities more bicycle-friendly can help address these concerns. What needs to be done?

In June of 1998, at a press conference held at the Capitol in Washington, D.C. to celebrate the pro-bike provisions included in TEA-21, Bill Wilkinson of the Bicycle Federation of America identified five factors that make communities bicycle-friendly:

1. Good roads: we need to plan and design streets and highways so that it's easy for bikes and cars to share them. And, we must go back and fix the



the "parkways" of the bicycle network — special places to ride without cars. While trails won't get you everywhere you want to go, they are wonderful places to ride. In addition, they are great places for young riders and other beginners or casual riders to get comfortable with their bikes before moving out onto the street.

3. Careful drivers: we need to get drivers to pay more attention to bicycles on the road and to share the road. Mostly this means getting them to slow down, especially in neighborhoods and residential areas where there are apt to be kids on bikes.

4. Good riders: we need to give more attention to coaching bicyclists of all ages on what they need to know and do to share the roads safely and confidently. For kids, this might mean bicycle education at school; other approaches will be needed to reach adult riders.

5. Well-planned neighborhoods and communities: we need make our neighborhoods and communities more like they were in the early part of the 20th

Making Your Community Bicycle-Friendly

century. Back then things were closer together so you could bike or walk to school, to shopping, to the park, even to work. For longer trips, transit was available, so most people didn't need a car. Street



We need to give more attention to coaching bicyclists of all ages. For kids, this might mean bicycle education at school.

networks were more interconnected so there were more route choices and less congestion. Today, this is being called neo-traditional neighborhood design and it is part of creating more livable — and bicycle-friendly — communities.

The federal transportation legislation, TEA-21, is designed to help support the kinds of actions needed to make communities more bicycle-friendly. But, there's a catch: it doesn't tell state and local governments that they must do it. This is called being flexible and what it means is that while state and local governments are required to plan for bicycle use they are not required to actually spend any money to do anything about it. They get to decide what to do with the federal transportation funds. Here's where you come in.

If you want to make your community more bicycle-friendly — if you want to see TEA-21 monies used for things like good roads and more trails — then you are going to have to ask. Actually, you are going to have to demand that this be done because the truth is that most state and local transportation agencies, if left to decide themselves, will spend all of these monies on more big, fast highways. After all, this is what these agencies have been doing for most of the last century and it's what most of the people who work for these agencies have been doing for their whole careers. Like most of us, they aren't necessarily eager to learn new tricks.

Perhaps even more challenging is that “more big, fast highways” is what some special interest groups actually want. Transportation spending priorities and decision-making have long been dominated by

developers and the real estate industry, by highway construction firms, and by auto interests (i.e., manufacturers, oil companies, and groups like AAA) who have made use of public funds and public space to support their *private* interests.

It's time for the broad *public* interest to be better served. For this to happen, the public will have to get organized and become effective at changing the priorities for transportation spending. You can be a representative of this public interest; you can be a voice for change. Change won't happen any other way. TEA-21 is a tool, but only you can put it to work to make your community more bicycle-friendly.

TEA-21 —What It Is and What It Provides

TEA-21 is our national transportation program, which provides billions of federal dollars for planning, design, construction and reconstruction of the nation's transportation facilities. It is from this legislation that all states and U.S. territories get their federal transportation funds, which are raised by gasoline taxes and are then redistributed to the states.

TEA-21 is the direct successor to ISTEA, which radically changed the way the United States conducts its "highway" construction and funding activities. ISTEA made transportation decision-making a more open process, accessible and accountable to people and

their communities. It sought to accomplish

In the first five years of ISTEA, \$895,000,000 – nearly one billion dollars – in federal funds were programmed for bicycle and pedestrian facilities across the country through the Transportation Enhancements program alone. In the 19 years prior to ISTEA, states could use their federal highway funds for bicycling, but fewer than 20 states exercised that option, spending a meager \$41 million during that time.

this by requiring transportation agencies to take into account input from all users of the transportation system.

ISTEA also established flexible funding for highways, transit, and other uses; set aside significant funding for maintenance of existing highway, bridge and transit systems; and set aside a small but important sum of money to support alternatives to highway construction to help reduce the highway system's negative effects on communities.

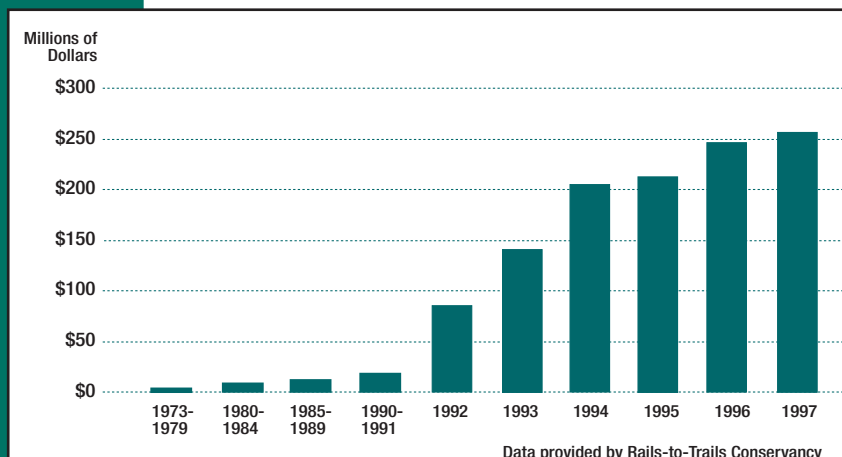
ISTEA also profoundly changed the way bicycling is handled by transportation agencies by:

- Requiring every state department of transportation to have a bicycle and pedestrian coordinator.
- Requiring bicycles and pedestrians to be considered in

statewide and Metropolitan Planning Organization (MPO) or regional long-range transportation plans.

- Permitting states to use federal

Federal Funds for Bike Projects



TEA-21 specifically mandates consideration of bicycle facilities in state and regional long-range plans and public involvement in the decision-making process

transportation dollars for bicycles and pedestrians, (but stopping short of actually requiring states to do so.)

Overall, the Federal Highway Administration estimates that ISTEA has been directly responsible for providing more than \$1 billion dollars for bicycle projects and programs.

Highlights of TEA-21

The good news is that TEA-21 preserves and expands the support of bicycling initiated by ISTEA by retaining important provisions in planning; adding new policies, programs and standards to accommodate bicycles; and creating new funding opportunities. Here is a summary of the key bicycle provisions in TEA 21.

Planning

TEA-21 specifically mandates consideration of bicycle facilities in state and regional long-range plans. Section 1202 (Bicycle Transportation and Pedestrian Walkways), Section 1203 (Metropolitan Planning), and Section 1204 (Statewide Planning) stipulate that transportation plans must “provide for the development and integrated management and operation of transportation systems and facilities (including pedestrian walkways and bicycle transportation facilities).”

Public participation is required by TEA-21. However, while TEA-21 mandates public involvement in the decision making process, it doesn’t guarantee that decision makers must meaningfully respond to public input. Still, there are opportunities for the public to participate in the planning process and influence the determination of policies, priorities, and design standards.

TEA-21 replaces ISTEA’s long list of transportation planning factors with a shorter list. The transportation planning process must now consider projects and strategies which:

- Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity and efficiency.
- Increase the safety and security of the transportation systems for motorized and non-motorized users.
- Increase the accessibility and mobility options available to people and for freight.
- Protect and enhance the environment, promote energy conservation, and improve the quality of life.
- Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight.
- Promote efficient system management and operation.
- Emphasize the preservation of the existing transportation system.

It’s easy to imagine how bicycles could play a role in each of these factors.

Policies and Standards

TEA-21 creates a new standard for consideration of bicycles when road projects are undertaken. Section 1202 states that bicycle and pedestrian facilities “shall be considered, where appropriate, in conjunction with all new construction and reconstruction of transporta-

TEA-21 creates a new standard for consideration of bicycles when road projects are undertaken.

tion facilities, except where bicycle and pedestrian use is not permitted.”

TEA-21 also seeks to protect existing bicycle routes by requiring that: “The Secretary [of Transportation] shall not approve any project or take any regulatory action...that will result in the severance of a major route or have significant adverse impact on the safety for non-motorized transportation traffic...unless such project or regulatory action provides for a reasonable alternate route or such route exists.”

TEA-21 directs the USDOT to consult with interested parties, including bicycle and pedestrian advocacy groups for the purpose of developing guidance on various approaches to accommodating bicycle and pedestrian travel. It gives the agency 18 months to complete this task (by December 1999). Both the National Center for Bicycling and Walking and the League of American Bicyclists are directly involved in this project.

Significantly, the guidance developed by the USDOT will include recommendations on updating the AASHTO policies that relate to street design standards to better insure that they accommodate bicyclists and pedestrians.

Funding Opportunities

TEA-21 retains both the Transportation Enhancement Activities and the Congestion Mitigation and Air Quality Programs, the two most popular sources of funds for bicycle facilities under ISTEA. The level of funding for each program has increased in most states. A new category, provisions for safety and educational activities for pedestrians and bicyclists, has been added

to the enhancements program.

TEA-21 modifies the Hazard Elimination Program to ensure that projects that protect the safety of bicyclists are now eligible for federal safety funds. Further, it expands the range of eligible facilities covered by the Hazard Elimination Program to include publicly owned bicycle or pedestrian pathways or trails. TEA-21 also makes traffic calming an eligible activity. The Hazard Elimination Program has as much money in it as does the Transportation Enhancements Program.

TEA-21 expanded the scope of the National Highway System (NHS) to include projects that accommodate bicycles and pedestrians. It accomplishes this by allowing construction of bicycle or pedestrian facilities on land adjacent to any NHS route; deleting language that excludes interstate highways from this provision; and calling for the accommodation of bicycles on bridges along controlled access highways where bicycles are allowed on such highways at both ends of the bridge.

First, Preserving What We Have

Finally, Congress set up TEA-21 funding programs so that more than 60 percent of all funds should go to projects that focus on transit, safety and preservation of the existing infrastructure. This is intended to discourage the use of TEA-21 funds to build new roads in states where economic and population growth is strong. The possible benefit to cyclists is that there should be greater incentive for states and regions to improve, repair and maintain existing roadways before spending money on new roads that contribute to sprawl.



Where the Money Is

TEA-21's Federal-Aid Highway Program is the source of most transportation funds. This umbrella program includes:

- Surface Transportation Program (STP).
- Congestion Mitigation and Air Quality (CMAQ) Improvement Program.
- National Highway System.
- Recreational Trails Program.
- National Scenic Byways Program.
- Federal Transit Program.
- Federal Lands Highway Program.
- Job Access and Reverse Commute Grants.
- High Priority Projects and Designated Transportation Enhancement Activities.

For bicycles, the most important TEA-21 funding opportunities are:

- Transportation Enhancements.
- CMAQ.
- Hazard Elimination.
- Other STP Activities.

Enhancements

The Transportation Enhancements Program is the most common source of funds for bicycle facilities. Each state is required to set aside 10 percent of its annual Surface Transportation Program funds for Transportation Enhancement Activities (TEAs). Eligible funding categories designed to benefit bicycles include “facilities for pedestrians and bicycles, safety

and educational activities for pedestrians and bicyclists,” and “preservation of abandoned railway corridors (including the conversion and use thereof for pedestrian and bicycle trails).” Some typical improvements funded through the Enhancements Program include:

- Rail to trail conversions
- Bicycle route signing
- Bicycle parking facilities

Congestion Mitigation and Air Quality Improvement Program

The second most popular source of funds for bicycles during the ISTEA era was the Congestion Mitigation and Air Quality Improvement Program, or CMAQ for short. This program provides funding to areas that are officially designated by the U.S. Environmental Protection Agency (USEPA) as air quality “non-attainment” or “maintenance” areas. Non-attainment areas are places where the air quality falls below the minimum acceptable quality established by the federal government. Maintenance areas are areas that are no longer substandard on a continuing basis, but were once non-attainment areas. CMAQ funds in both these areas must be spent on projects that help to reduce ozone (smog), carbon monoxide or particulate matter (soot) pollution. Every state, even those with no non-attainment areas, receives a minimum amount of CMAQ funding which they may spend on pollution reduction programs, which includes bicycle-related projects.

Types of improvements funded through the CMAQ program include:

TEA-21 retains the most popular sources of funds created under ISTEA and also creates new funding opportunities to ensure that projects protect the safety of bicyclists.

- Bicycle lane striping
- Bicycle parking facilities
- Development of bicycle maps

Hazard Elimination

TEA-21 established a new funding opportunity for bicycles within the Hazard Elimination Program. Each state is now required to identify and correct locations that may constitute a danger to motorists, bicyclists, and pedestrians under this program. To support the program, TEA-21 expanded eligible uses of STP safety set aside funds to include bicycle improvements. In addition, Hazard Elimination (part of the STP safety set aside) funds can now be used for pedestrian and bicyclist public pathways and trails and facilities. Traffic calming projects are also specifically mentioned as eligible activities. Types of improvements that could be funded through the Hazard Elimination Program might include:

- Replacement of unsafe “wheel-grabber” drainage grates
- Improvements to and repair of publicly owned bicycle paths or trails.
- Traffic calming in neighborhoods and school areas.
- Improvements to railway-highway crossings, like installing rubberized grade crossings to make them safer for bicycling.

Other STP funds

Surface Transportation Program funds for bicycles are not restricted to the enhancements or hazard elimination programs. All STP funds may also be used,

although departments of transportation prefer to use their STP funds for motor vehicles and construction, reconstruction, repair or maintenance of highways. Types of other improvements funded through the STP program include:

- Construction of bicycle transportation facilities in conjunction with ongoing highway improvements.
- Non-construction projects (such as maps, brochures, and public service announcements) related to safe bicycle use.

Other TEA-21 Funding Sources

National Highway System funds may be used to construct bicycle transportation facilities and pedestrian walkways on land adjacent to any highway on the National Highway System, including interstate highways. Types of improvements funded through the NHS program include:

- Shoulder improvements on highways
- Trails on adjacent-rights-of way

Recreational Trails Program funds may be used for all kinds of trail projects. Of the funds apportioned to a state, 30 percent must be used for motorized trail uses, 30 percent for non-motorized trail uses, and 40 percent for diverse trail uses (any combination). Types of improvements funded through the Recreational Trails Program include:

- Off-road (unpaved) trail improvements
- Trail head facilities and signing
- Trail user education and safety information

Provisions for pedestrians and bicyclists are eligible

TEA-21 requires that bicyclists and pedestrians be given due consideration in state and MPO long-range transportation plans.

under the various categories of the Federal Lands Highway Program in conjunction with roads, highways, and parkways. Priority for funding projects is determined by the appropriate federal land agency (such as the National Park Service) or tribal government.

National Scenic Byways Program funds may be used for “construction along a scenic byway of a facility for pedestrians and bicyclists.”

Job Access and Reverse Commute Grants are available to support projects, including bicycle-related services, designed to transport welfare recipients and eligible low-income individuals to and from employment.

Certain high priority projects and designated transportation enhancement activities are identified in TEA-21 including numerous bicycle, pedestrian, trail, and traffic calming projects throughout the country.

How the Money Flows

Long Range Transportation Plans

Prior to the passage of ISTEA, states were not required to have transportation plans for their transportation or highway systems. MPOs have long had such a requirement, but have not always had the financial control and programming ability necessary to turn their plans into reality. Like ISTEA, TEA-21 requires states and regions to have, and periodically update, long-range transportation plans. Further, TEA-21 requires that bicyclists and pedestrians be given due consideration in state and MPO long-range transportation plans. To be eligible for federal (TEA-21) funds

bicycle projects must be included in the appropriate long-range plan.

Short-Range Transportation Improvement Programs

The ISTEA requirement for MPOs to develop Transportation Improvement Programs (TIPs) and for states to develop State Transportation Improvement Programs (STIPs) was also carried over by TEA-21. TIPs and STIPs are short-range plans that identify which transportation projects are to be funded and implemented. Projects listed in the STIPs and TIPs must be consistent with their respective state and local long-range transportation plans.

TEA-21 requires both fiscal restraint and accountability for STIPs and TIPs. In other words, expected funding resources must be identified and only those projects for which full funding is available for the duration of the project may be included. Importantly, TIPs and STIPs must also involve public participation.

What Needs to Change

TEA-21 removes the old excuse that “there’s not enough money” to improve things for bicycling. There *is* money, lots of money. State and local transportation agencies have access to billions of dollars to make improvements to the transportation system. It’s now a question of whether that money is going to work for bicyclists or against them.

Our job is to make sure that money is dedicated to making specific improvements to the bicycling environment: better bicycle facilities, more trails, better drivers and bicyclists. Equally as important is

making sure that other transportation investments work for bicyclists; we need to work to make sure that bicycling becomes an integrated part of all transportation plans, programs and projects.

“**B**icycles everywhere!”

— Vision Statement,
City of Portland (Oregon)
Bicycle Plan

Where you fit in

At first, it may seem a daunting task for any person outside of a government agency to use what’s in TEA-21 to “get more people on bikes more often.” And making sure transportation agencies take the needs of bicyclists into account and then implementing actions to benefit bicyclists can be a long-term commitment. To

complicate things, projects usually involve more than one level of government. For example, striping a bike lane using TEA-21 funds would require that the design comply with national standards, that the project be included in the State Transportation Improvement Plan (STIP) as well as the Metropolitan Transportation Improvement Plan (TIP), in addition to being included in the City’s Capitol Improvement Program (CIP) project list.

So, carving up the task “getting more people on bikes more often” into bite-size pieces seems like the best approach. What actually happens down on the street where bicyclists ride is determined by a number of interconnected pieces:

- Long-range transportation plans.
- Short-range transportation improvement programs.
- Policies, guidelines and standards, and laws.
- Projects.
- Funding.

Long-Range Transportation Plans

Plans are important because they set out a community’s goals for the future and define what strategies they’ll use to achieve them. The long-range plans required by TEA-21 cover a 20 year period. Long-range transportation plans lay out the means by which communities will meet their transportation

The League of Illinois Bicyclists (LIB) teamed up with the Chicagoland Bicycle Federation to form Project TIP, which gets bicyclists involved monitoring implementation of projects in the TIP in more than 55 cities and towns in the Chicago metropolitan area. Besides having an impact on road projects, Project TIP recruits bicyclists who are willing to contribute some of their time and energy to advocacy.

See www.chibikefed.org for more details

needs, and spell out priorities for determining which projects get funded and built. Getting bicycling into these transportation plans and priorities is absolutely critical.

Plans are a focal point in transportation: they can include policy recommendations, such as requiring bicycle parking at transit centers; they can include recommendations for programs, such as bicycle education and encouragement activities; they can also recommend that priority be given to specific projects to improve conditions for bicycling. They bring together the different components and present them in a cohesive and coordinated way. But, as with much of TEA-21, these things are not guaranteed.

Shaping the plan is only part of the effort. Putting the plan into action, giving it wheels, is equally important. Some of the best technical plans of the 1970s and 1980s lacked substantial public support, and so were like bikes without wheels: they didn't go anywhere. The most successful plans under ISTEA were developed where an active bicycle constituency became involved and invested in the development and implementation of the plan. The Texas Bicycle Coalition launched "Project MPO" which got bicyclists in each of the state's metropolitan areas involved in the long-range planning process required by ISTEA. As a result, plans are being implemented in many metropolitan areas.

Advocates for bicycling can play an important role in the development and implementation of long-range transportation plans by:

- Making sure there is an updated bicycle element (plan) in both their state and MPO long range

transportation plans. This can be a separate document or an integrated element of the overall transportation plan.

- Making sure that opportunities for public input are provided in the review and revision of the plan.
- Attending all public meetings at which transportation plans are discussed and asking for specific, bicycle-friendly provisions.
- Advocating for bicycle advisory committees to participate in the development and/or review of all long-range transportation plans.
- Becoming a member of these committees.

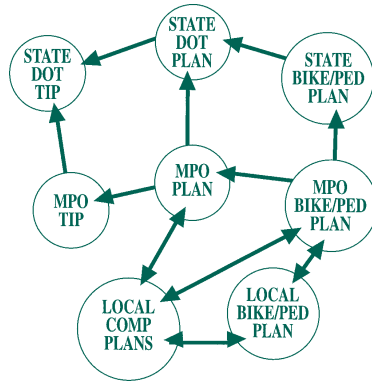
A Quick Check-List for Long-Range Plans

Contact a representative of your State DOT or local transportation planning department and ask the following:

1. Does our state/MPO have a Bicycle Plan?
2. What goals are contained in the plan, and when was it last updated?
3. When is it due to be updated next?
4. What department is responsible for the update?
5. Can I get on the contact list for updates on the Bicycle Plan?

If the answer you receive to any of these questions is "No," or "I don't know," that's your cue that someone needs to stand up for the needs of bicyclists, and

The interrelationship of transportation plans and improvement programs is complex and has led some advocates to call it the “Tangled Web.”



get involved in the process of pushing for needed improvements.

Short-Range Transportation Improvement Programs

MPO Transportation Improvement Plans (TIPs) and Statewide Transportation Improvement Plans (STIPs) are short-range plans (typically for the next three years) that identify which transportation projects are to be funded and implemented. This is really where the action is. These are the projects that will be funded and built. Projects listed in the STIPs and TIPs must be consistent with their respective state and local long-range transportation plans, and funding for each of the projects must be identified.

Smart bicycle advocates watch the TIP development process and work to have bicycle projects included. Importantly, TIPs and STIPs must also involve public participation, unlocking the door to bicycle advocates so they may become involved in the development of the TIP. However, getting bike projects and programs in these short-range programs can be challenging given the stiff competition for funds.

In some of places, it's claimed that bicycle projects “divert” or siphon off federal transportation dollars that might otherwise be used for “more important” projects, i.e., those that benefit motor vehicles. The City of Seattle found an elegant way around this barrier. The city developed project evaluation criteria that give credit for the beneficial outcomes of bicycling and motorized transportation. This has allowed bicycle projects and programs to score well against other potential projects and receive higher priority

Sample Project Selection Criteria, Seattle, Washington

The following project selection criteria awards high scores to transportation capital projects that have a high potential for increasing bicycle use or to solve a safety concern. Typically, projects that score high will be those that provide intermodal links, remove major barriers (e.g. bridge access), are in a neighborhood plan or connect neighborhoods to employment centers, and are identified as “planned” urban trails in the Comprehensive Plan.

10 Points:

- Project will significantly increase bicycling by removing a major barrier (e.g. bridge access) or by promoting intermodal trips (e.g. trail to major transit stop).
- Project solves a major safety problem (e.g. access across a major arterial).
- Project is consistent with the principles identified in the Comprehensive Plan.

5 Points:

- Project will increase bicycling by removing a barrier or solve a safety problem for bicyclists, including those with special needs.
- Project is in a neighborhood plan.
- Project provides an important link to transit.
- Project is supported by community/neighborhood group and/or special interest group.

0 Points:

- Project would benefit only a few individuals.
- Project is not in any adopted or neighborhood plan.
- Project does not solve an access or safety issue.

-5 Points:

- Project reduces bicycle access and safety.
- Project is inconsistent with Comprehensive Plan.
- Project is opposed by community/neighborhood group and/or special interest group.

-10 Points

- Project creates a major barrier to bicycle access.
- Project creates a major safety problem for bicyclists.
- Project is opposed by all interested neighborhood and special interest groups (i.e. no one supports the project).

for funding. And, roadway improvements that included bike facilities scored better than other road improvements that did not. TIPs should contain both bike-specific projects *and* projects that include incidental improvements for bikes.

Here are some things advocates for bicycling can do to ensure that bicycle projects are included in STIPs and TIPs:

- Make sure bicycle-related projects are included among other projects listed on the TIPs.
- Refer back to appropriate long-range plans to make sure bicycle-related projects identified in the plan are included on the TIPs.
- Make sure that opportunities for public input are provided.
- Attend all public meetings at which TIPs and STIPs are discussed.
- Advocate for evaluation criteria that enable bicycle projects to earn high scores among other transportation projects.
- Advocate for bicycle advisory committees to participate in the development and/or review of STIPs and TIPs, and become a member of such committees.
- Work to get the support of your local elected officials for bicycle projects in your community.

County, City and Local Transportation Plans and Programs

States and MPOs certainly aren't the only ones in the transportation planning business. Nearly every

local government has some kind of plan for transportation. Usually, the bigger the community, the bigger and more detailed the plan. And, just like other long-range transportation plans, bicycling needs to be an integral part of the policies and priorities listed in the plan.

At the local level, these transportation plans become the basis for project selection in the community's Capital Improvement Program (CIP) — the document that determines investments in public facilities at the local level. Projects included in a CIP need to “flow up” to be included in a TIP or STIP, if they are candidates for TEA-21 funding.

There aren't the same requirements for active public participation in the development of the CIP, but meetings on the CIP are an important venue for bicyclists to express their needs. Local transportation plans are not required to contain a plan for bicycling. Still, many forward-thinking communities used the opportunities presented by ISTEA to develop thoughtful and detailed plans for bicycling.

The City of Rockville, Md. was one of many that used ISTEA Enhancements funds to develop a new bicycle master plan. This plan has become the basis for projects now being included in the City's CIP. These investments, including the development of new bicycle lanes and other improvement projects will total more than a million dollars. More money will be spent on bicycling in the next two years than has been spent in the last 40 years. Clearly, plans can help make things happen.

Bike-Friendly Policies and Laws

Policies define how governments do things. Policies help ensure that governments act consistently and equitably. Policies can set up procedures for making decisions, can set limitations on actions that agencies can take, and they can also require or promote certain types of actions. Where there is not an explicit policy, agency staff are often left to their own judgment as to how to handle a given situation. At a time when most transportation professionals still have little or no training or experience with bicycling, the lack of coherent bicycle policies has resulted in bicycling becoming the “forgotten mode.”

Where bicycle advocates have lobbied for them, bike-friendly policies have made a real difference. Probably the most common type of bike-friendly policy is a bicycle parking requirement. Many communities, such as Palo Alto, Calif. and Madison, Wis. have adopted government ordinances that require bicycle parking at office buildings, commercial centers, and other areas. If these ordinances were not in place (for instance, it was a part of the bicycle plan recommendations but was never officially adopted) building managers probably wouldn't install as much, or any parking for bikes.

There are all kinds of policies that affect bicycling. The trick is knowing which ones to look at and what to look for. Important policies in your area might include a requirement to include provisions for bikes in all highway projects, a statewide bicycle route policy or perhaps a ranking of transportation modes according to priority. The City of Portland, Ore. adopted a policy that places the highest priority for access and mobility on emergency vehicles, followed

by pedestrians, and then bicycles. Motor vehicles rate dead last when it comes to transportation priorities. Clearly, here is a city that has up-ended traditional transportation thinking, and ingrained this new approach in their policy.

Top Bike-Friendly Policies

- Planning requirements that require bicycle accommodations on all major streets
- Bike parking requirements
- Growth impact assessments and developer dedications
- Incentives for bicycle commuters
- Project review procedures that include consideration of bicycling

Design Guidelines and Standards

Transportation agencies use set guides and standards for designing public facilities. Unfortunately, the most widely used guides don't require adequate provisions for bicycling. Accommodations for bicyclists is presented as an option, not as an integral part of good roadway design. Most transportation agencies have opted not to build bicycle accommodations into public streets and highways.

Design standards and planning guides can determine both where and how facilities for bicycles should be developed. The best solution, of course, is that there are accommodations for bicyclists everywhere. The Florida Department of Transportation has developed a standard set of roadway designs, each of which incorporates accommodation for bicyclists. The Oregon Department of Transportation is also

considered a leader in making bicycling a routine consideration in the design of its roads.

Most states recognize AASHTO's *Guide for the Development of Bicycle Facilities* and the *Manual on Uniform Traffic Control Devices* (MUTCD) as minimum standards to be complied with in the development of bicycle facilities. Use of federal funds means that projects must comply with the MUTCD in the striping of public roadways (including bike lanes), the installation of signs, and other traffic control devices. However, these guides only tell the highway designers *how* to do it, but not *when* or *where* to do it.

Some states have gone beyond the AASHTO *Guide* to create their own design guidelines and manuals. The advantage of a state having its own guide is that it provides a degree of flexibility for accommodating unique local conditions or policies and can incorporate more innovative designs, whereas national guidelines prescribe more universally recognized treatments that are more uniform from state to state. While it is somewhat generic, using the AASHTO *Guide* is much preferred to having no guide at all.

As an advocate, take these steps to see where your state or region stands:

- Check to see what guidelines and/or standards your state and region are using for the design of bike facilities. Ask your state or local DOT how they determine when and where bicycle accommodations are included in routine road design.
- Make sure that opportunities for public input are

provided.

- Attend public meetings at which policies, guidelines and standards affecting bicycles are discussed.
- Advocate for policies, guidelines and standards that facilitate bicycling by requiring that all roads be “bicycle friendly”.
- Advocate for bicycle advisory committees to participate in the development and/or review of policies, guidelines and standards affecting bicycles, and become a member of such committees.

Bicycle Coordinators

TEA-21 maintains the requirement that each State Department of Transportation designate a bicycle and pedestrian coordinator to look after the interests of bicycling. Having these coordinators has greatly increased the attention given to bikes in many state DOTs and resulted in more and better bicycle projects, programs and improvements.

Some cities and towns also have a coordinator who may operate a formal bicycle program, or work on bicycle improvement projects at the local level. Usually, the principal job of the bicycle coordinator is to develop and implement the bicycle master plan, to oversee the development of projects proposed by the plan, and to implement recommended policies and programs.

If the woes of modern bicycling are due to neglect on the part of government, then hiring a bicycle coordinator is a great step forward along the path to getting bicycling back on the map. Having an individual that can focus attention on bicycle issues

Some of the cities with bicycle coordinators

Chicago, Illinois
Denver, Colorado
Madison, Wisconsin
Eugene, Oregon
Tucson, Arizona
Albuquerque, New Mexico
Seattle, Washington
Fort Collins, Colorado
Austin, Texas
Tallahassee, Florida
Ann Arbor, Michigan
Boston, Massachusetts
San Francisco, California

means that fewer things will “fall through the cracks” and create barriers to bicycling. Bicycle coordinators can be great cheerleaders, advocating for

bicycling from within the government itself.

Coordinators can work for a state, an MPO, county, or city – and they may not necessarily work in a department of transportation. You might find a bicycle coordinator in the parks and recreation department, in public works or planning departments.

Just like building a project, hiring a coordinator takes money — and represents a real commitment on the part of an agency. Florida, New York and Oregon have a bicycle coordinator designated in each of their state DOT’s regions or districts.

Common functions of a Bicycle Coordinator

- Develop and monitor the implementation and revision of the Bicycle Plan
- Plan and review bicycle-related projects for inclusion in the TIP/STIP
- Serve as liaison between citizen advisory committees and government agencies
- Review changes in government policy for their impact on bicycling
- Respond to questions and concerns of bicyclists and citizens
- Coordinate programs and projects between gov-

ernment agencies and departments (e.g. Transportation and Parks and Recreation in the development of a trail on park land)

Public Involvement in Planning

One of the greatest successes of ISTEA is that it brought the public back to the table in planning the shape and character of transportation systems. What people said was that they wanted more choices; they wanted options other than driving a car. And, bicycle advocates were quick to make the most of the opportunity to be heard, and to have their concerns addressed.

The involvement of bicyclists in the long-range planning mandated by ISTEA was one of the most significant achievements in the history of bicycle advocacy. Bicyclists in many states and communities not only found a place at the table, but found that they could really influence the content and character of these plans. These opportunities continue to exist under TEA-21.

Bicycle Advisory Committees

In addition to public involvement in long-range planning, bicycling should have a permanent voice working directly with government agencies. Having an effective bicycle advisory committee comprised of local bicycle advocates and interested citizens is critical to implementing a bicycle plan or program. A bicycle advisory committee (BAC) can represent the interests of bicyclists in the ongoing operation of the range of public agencies that have a stake in bicycling: public works and transportation, recreation and parks, education and community services, public

health and safety. A BAC can be most effective when working with a full-time bicycle coordinator or interagency working group focused on bicycling issues.

Keep in mind that a BAC, while representing the needs of the bicycling public, is not a substitute for broader public involvement. Bicycle advisory committees can ensure that the program is accountable to the public. Advisory committees also provide for a systematic method for ongoing citizen input into development of important policies, plans and projects.

Advisory committees should be created by ordinance or resolution and not simply by a department head or director. This will ensure that they will survive changes in administration and personnel. If possible, it should have only citizens as members. Advisory committees that include professional staff may not be as effective since it will be difficult to avoid conflicts of interest and it may be more difficult to gain credibility with the community.

Bicycle Advisory Committee Checklist

- Does our state/MPO/community have a bicycle advisory committee?
- When is the next committee meeting, and how often do they meet?
- Who is on the committee, and who is the chair person?
- How are members elected?

Public Support

For the bicycle element of a transportation plan to

be implemented, broad public support beyond an advocacy group or committee must be sustained after a plan or program has been adopted. Without this support, it will be hard to convince elected officials to allocate the funds and make the tough policy choices necessary to create a bicycle-friendly environment.

The most important way to ensure local support is by insisting on ongoing process for public involvement. This will ensure the public stays interested and involved in making sure the plan is implemented. It will also serve as a constant reminder to decision-makers that there is broad support in the community for bicycle facilities. As one bicycle advocate has been often heard to repeat, “We intend to keep asking for what we want, and we’re not going away until we get it!”

Bicycle Advocacy Groups

Bicycle advocacy groups are another means of implementing and sustaining a bicycle plan. Advocacy groups can generate political support for bicycle projects and programs. It does not take a large organization to be effective. For example, if 25 people each commit to attend two public hearings, write two letters, meet with two elected officials and serve on one committee over the period of one year, they can create a substantial presence that will be seen and heard by all local decision-makers. By being ubiquitous, bicycle advocates can raise awareness levels and change attitudes. Hopefully, the result will be that meeting the needs of bicyclists becomes a routine part of all programs and projects.

Developing, mobilizing and maintaining a bicycle



advocacy group, as well as and for effective advocacy, are discussed in detail in Chapters Four and Five.

Specific Projects

Plans and policies often pave the way for specific projects — changes that can be seen on the street. But sometimes the need for specific improvements creates a priority all on its own. Maybe there's an opportunity to create a trail with land from a railroad abandonment. Maybe there's a road that is being resurfaced, where bike lanes might be created as part of the restriping. These “targets of opportunity” can serve as rallying points for bicycle interests.

Projects can take a whole range of forms, from the straightforward to the complex:

- Spot improvements, like replacing unsafe drainage grates.
- Projects that involve retrofitting the existing infrastructure by either shifting space (restriping or changing the number of travel lanes), sharing space (making existing lanes narrower and providing bike lanes and or wide outside lanes), or creating new space (to accommodate additional space for cars and bikes).

- Traffic calming projects to reduce motor vehicle speeds in neighborhoods.
- A trails project to be funded by the Transportation Enhancements Program.
- Bike safety and promotion programs.

Projects can be “stand-alone” like the development of a new trail. Or, they can “go along” as a part of a larger project, like striping bike lanes as a part of routine roadway resurfacing. Getting either type of project done can take a lot of work but, when completed, give a great sense of accomplishment.

The report *Improving Conditions for Bicycling and Walking: A Best Practices Report* (listed in the resources section) highlights some of the many successful projects implemented using ISTEA funds, including off-road facilities, on-road improvements, and education, encouragement & enforcement programs. Contact your state Bicycle and Pedestrian Coordinator for some examples in your area.

Funding

Lots of advocacy initiatives focus on specific projects and prying money loose from a limited number of sources. But another approach to advocacy focuses on “growing the pie” of funds available for bicycle improvements. The Chicagoland Bicycle Federation had real success in getting projects built with ISTEA monies, with millions spent on bike lanes, bike parking, and other improvements. But to keep up the momentum of their success, their future depends on “rainmaking” — shaking loose more money from the TEA-21 tree than they had with

ISTEA

To be eligible for federal funds, projects and programs must be consistent with the transportation plan. Agencies may accomplish this in several ways:

- By incorporating in the transportation plan policies and goals that provide for a broad range of actions designed to enhance bicycling.
- By including a list of specific projects and programs in the transportation plan.
- By referencing bicycle projects as a “group of similar projects” and by providing for a certain level of funding for this group of projects.
- By referencing in the MPO transportation plan specific projects and programs included in local comprehensive plans and/or official local bicycle plans

Check to see which method your local and state agencies are using to identify eligible projects and programs. Work to secure both set-aside funds and a percentage of annual transportation funds for bicycles through the public involvement process.

Another funding strategy involves getting the legislature to directly appropriate money to specific projects or programs. The California Bicycle Coalition (CBC) and a coalition of supporters worked with key members of the California legislature to introduce a “Safe Routes to School” measure that could channel millions of dollars in Hazard Elimination Program (TEA-21) funds to create better ways for kids to bicycle and walk to schools in California. Other states, including Oregon and Florida, had set-asides for bicycle programs, even before ISTEA.

How to Get What You Want

How do you take advantage of the opportunities provided by TEA-21 — both the increased attention to bicycling and the availability of increased funds for bicycle improvements — to actually produce results where you live? Part of the answer involves taking a strategic approach. Even if you are focused on getting a specific trail built, or in improving opportunities for kids in your neighborhood to bike to school, or to get paved shoulders added to a proposed highway improvement project, your chances of success will increase if you understand the overall transportation decision-making process and use this knowledge to your advantage.

How successful you are will be determined by how much influence you can assert over the various decisions that affect your desires or objectives. This includes decisions about things such as:

- Whether your state and community make a serious commitment to improving conditions for bicycling.
- Whether new subdivisions and developments are planned and designed to be bicycle-friendly.
- Whether the public space in your area (e.g., park lands and highway rights-of-way) gets used to provide better facilities for bicycles.
- Whether the state and local standards for streets and highways include provisions to accommodate bicycles.

- How much money gets allocated to bicycle projects or to the programs (e.g., transportation enhancements) that are often used to fund bicycle projects.
- Which projects get funded — and built!

Rest assured that there will always be special interests (for instance, highway builders and developers) with more demands, ideas, suggestions, and wishes than there will be money and space. So, gear up, because they're not just going to give you a piece of the pie because bikes are nice. Realize that you are competing for money and space and that the competition has been at this game a lot longer than you have. Not everyone is excited about sharing anything with bicyclists — the road, the money, or the space. You are going to have to work for it.

Now, some good news! For the past 30 years, folks just like you have been working to make their communities more bicycle-friendly. And, they've scored: better roads, more trails, ambitious plans, more bike-friendly roadway design guidelines, more funding opportunities, and progressive bicycle policies. Much more needs to be done, but, thanks to their efforts, we know a lot about what it takes to win at this game. We've learned how the decisions get made: who makes them, where, when, on what basis, according to what "rules," and so on. This chapter of the Guide will share some of the lessons learned and

secrets of success so that you, too, can put points on the board for bicyclists in your community.

Get Informed!

So, you want to do something to help make your community more bicycle-friendly. Great! The first thing you need to do is get the lay of the land. Is there someone else or a bike organization already at work in your community? Does your town or city have a bike plan? Is there someone on the town or city council who supports bicycling? Do you have a local bike coordinator? What are the rules your state department of transportation uses to manage bicycle-related programs like TEA-21's transportation enhancements?

Here are some things you can do to get started:

- Contact your state department of transportation's bicycle coordinator (see the Resource Section). Ask for a copy of the DOT's bicycle plan, for the name and number of your local/regional government's bicycle contact, and for any other information they may have on opportunities to get bicycle improvements funded.
- Call the office of your mayor, town council, or county supervisor and ask for the name of the local officials responsible for bicycling in your community, for a copy of the community's bicycle plan, and for any other information on existing bicycle facilities and planned projects that may be available. Also, ask to be placed on the mailing list to receive information on community meetings that might relate to bicycling (planning, transportation, and park and recreation plans, programs, and budgets).

- Contact the League of American Bicyclists (see Resource Section) and ask them if there is a bicycle advocacy group active in either your community or your state (you should also ask your state bicycle coordinator).
- If you have access to the World Wide Web (www on the Internet) check out www.cycling.org for CyberCyclery — or refer to the list of sites in the Resource Section — for possible bicycle advocacy groups in your community or state. Also, there are a wide variety of other bicycle advocacy resources available on-line.
- If there is a local/state bicycle advocacy list-serve for your area, subscribe to it. This is usually an excellent way to get and stay informed on what is happening in your area relative to bicycle advocacy. The Washington Area Bicyclist Association uses a list-serve to keep interested members apprised of upcoming community meetings, public hearings, proposed projects, and to ask members to call, write, fax, or e-mail officials on current issues. They also post sample letters and lists of names and addresses to make it easy to get involved. If no list-serve exists for your areas, consider starting one as soon as possible. In the short run, keeping a list of fellow advocates' e-mail addresses can be a big help in moving things along.

Get Organized!

Making your community more bicycle-friendly is likely to require many people working together over a period of years—don't even begin to think about taking this on by yourself. If there is a local group,

join it. If there isn't, start looking for other like-minded folks to get an advocacy group organized (see next chapter for how to manage this process). One of the lessons of advocacy is that you should always be recruiting new people. Share the effort: everyone can and should contribute. There is always more that can be done.

As you begin to find your way with your fellow travelers start thinking about how to shape your effort. Develop a game plan: what would your community look like if it were bicycle-friendly? As management expert Peter Drucker says, "If you don't know where you're going, any plan will do." What needs to happen — to change — to bring about your vision? What are the steps that need to be taken to realize your goals?

What should your priorities be? This question has several dimensions. What are the priorities for your community? What are the priorities for your local advocacy groups? And, what are your personal priorities? Keep in mind that we all do better when we can score some points on a regular basis, so in each context — community, organization, and individual — look for some regular, easy wins; things that can be accomplished in a relatively short period of time and without the need for major resources. For instance, it might be holding a meeting with the



Source: Bicycle Retailer & Industry News

The need for bicycle advocacy isn't lost on bicycle retailers. If people aren't riding bikes, they're not buying bikes — or accessories, parts, tubes, or bringing their bikes in for service. Retailers make up an important part of the advocacy mix, and their voice as an employer and a business can get the attention of local officials.

editorial board of the local newspaper to share with them your vision for making your community bicycle-friendly, or getting letters written to the mayor or council asking that funds be allocated for a new trail project, or conducting a survey of candidates for office in the next municipal election and getting the results published. At the same time, identify some more challenging and probably longer-term objectives, such as the development of a bicycle plan for the area, allocation of a percentage of the budget for bicycle improvements, construction of a new trail

or segment of paved shoulder, or establishment of an official bicycle advisory committee.

If you live in a large metropolitan area, you and your fellow advocates may have to prepare to work at a couple of different levels of government. TEA-21 directs that transportation planning and most of the decision-making on the allocation of funds be made at either the state level or, in major metropolitan areas, by MPOs. The nature, structure, and operation of MPOs varies widely but all typically include representatives from each of the local governments in the region as well as from the state department of transportation. The MPOs for larger regions frequently have many committees operating on a variety of issues, including (sometimes) bicycling. If you live in a metropolitan area with an MPO you will need to get involved with its activities.

However, keep in mind that most decisions affecting where you live will be made by your local government — the town, city, or county—and that the officials you elect to represent you are people that you should give primary attention to influencing. They will be the people involved in making the decisions at the MPO and state levels that you want to have go your way. So get to know them, make them aware of your wants and needs, and ask them to help you. Also, look for ways to help them. One of the easiest is to thank them whenever they do something that is good for bicycling. Let your local newspaper know, too.

Get Heard!

How do you and your fellow advocates (and organization) get listened to and how do you develop real clout so that when the pie is getting divided up you get a big piece? Remember: the decision-making process is a “political” process; it has little to do with the merits of an idea or proposal but instead depends on what kind of power the various constituencies manifest. You need clout and there are various ways to go about getting it and showing it.

Keep in mind that one of the great strengths of bicycling is that so many people of every age and from every segment of any community do it and enjoy it. And with the right kind of pitch, they will show their support for it — not all of them, not all the time, and not always by showing up at a meeting, writing a letter, or writing a check, but with the right kind of planning a strong showing of support can be had for virtually any pro-bike initiative. This provides

Remember: the decision-making process is a “political” process; it has little to do with the merits of an idea or proposal but instead depends on what kind of power the various constituencies manifest.

an opportunity to always present bicycling and bicycle-friendly community proposals as representing the public interest rather than some narrow special interest.

Another approach to expanding the power and influence of your group and its agenda is to get other groups and leaders to support you. Bicycling offers a community a wide range of benefits; who wouldn't support these common objectives?

- Improved air quality: environmental groups and agencies, public health agencies.
- Reduced traffic congestion: transportation agencies and neighborhood associations.
- Improved highway safety: transportation safety groups, public health/injury prevention agencies.
- Increased physical activity: public health agencies and professionals.
- Expanded recreation opportunities: park and recreation agencies, neighborhood associations, bike shops.
- Reduced dependence on private motor vehicles: transit agencies and advocates, pedestrian advocates.

Seek out these kinds of groups, agencies, and individuals. Let them know what you're trying to do. Ask them for their suggestions and for their support. If you are considering writing to an agency or official on some specific matter, consider asking other groups to join you in a "sign-on" letter. This is a technique frequently used by advocacy groups to demonstrate to officials that there is a broad base of support for a particular proposal.

Work to develop and maintain the support of key elected officials. The Maryland Bicycle Advisory Committee (BAC) has established a close working relationship with several members of the state's General Assembly and Senate. These officials have helped develop, introduce, and actively support legislative initiatives, and have helped increase the BAC's access to state agency officials (who recognize the "clout" of the group with state legislators).

Make your group visible and well-known. Come up with a good, positive, upbeat name for your organization. Have — and share widely — a simple brochure or fact sheet stating who you are and what you are trying to accomplish, and why. Boil this down into a concise paragraph that you can include in every news release. Work with the media in your community to get your message out and to increase your "visibility" in the community. Aim to become the recognized "authority" on bicycling and the public interest.

Develop an ongoing relationship with key elected and appointed officials. Think back to your school years: remember that it was always a good idea to get to know — and be known! — by your teachers or

professors? The same holds true in the political world. And, these are relationships that are best initiated before there is something that you really want from the people, so plan to get to know them early. Ask for an opportunity to meet with them to introduce yourself, your group, and your agenda. Be brief and be specific. Let them know who you are and who else supports your vision and goals. Ask them for their comments and suggestions — and for their support. If they appear to be unfamiliar with bicycling issues, invite them to join you and your group for a ride around town. This is an excellent way to generate media coverage of local bicycle issues as well as a good technique for increasing the awareness of officials regarding some of the problems and needs in the community.

In 1999, the California State Assembly overwhelmingly approved the Safe Routes to School bill of 1999 (AB1475), a measure that would target as much as \$20 million a year in federal transportation funding towards community-oriented bicycle, pedestrian and traffic calming safety projects around school facilities statewide.

The bill, sponsored by both the Surface Transportation Policy Project (STPP) and the California Bicycle Coalition, picked up significant support prior to its approval by the Assembly's Transportation Committee. More than 35 organizations, including the California Parents Teachers Association, the cities of Los Angeles, Santa Rosa, and San Pablo, the Latino Issues Forum, the Metropolitan Transportation Commission (MTC), signed on to the proposed legislation. The number and diversity of interests who signed on caught the attention of lawmakers, and carried the bill through the Transportation Committee and on to the floor of the Assembly for a positive vote.

Another key step in making your community more bicycle-friendly is to “get a seat at the table.” This refers to moving from being somebody on the outside of the decision-making process to becoming someone on the inside — as a member of a key committee, perhaps — who participates directly in the decision-making process. A variation on this approach is to work to get individuals on key committees to endorse your proposals and to become a “champion” for your agenda. Either way, look for ways to “stack the deck” in your favor because you can count on the fact that the special interests have been doing exactly this for many years.

Get “Institutionalized!”

This deserves a little explanation. The concept here is to think beyond what it takes to “win” support for a pro-bike project or other action, and to work to make the regular, routine activities that take place in your community and/or state bicycle-friendly. Here are some of the activities that should be included on your list of opportunities to institutionalize bicycling in your community so that “business as usual” produces bicycle-friendly results:

- Long-range transportation plans, local comprehensive plans, park and recreation and open space plans should have a strong, positive, and specific bicycle element.
- Transportation and land-use plans should include strong pro-bike policies.
- Your community’s zoning and subdivision ordinances should be written so as to produce development patterns and public facilities (e.g., streets and

highways) that encourage bicycle use.

- State DOT and local street design standards should incorporate appropriate accommodations for bicycle use in every project to help ensure that all new design and construction is bicycle-friendly.
- Your state and community (and MPO, if appropriate) should have an official bicycle advisory committee and, if the size of your community warrants it, a bicycle coordinator to provide both an official “voice” and staff support/expertise for bicycling.
- The budget for transportation programs and/or capitol improvements should include a line item for bicycle improvements. This should address both funding for new projects and for retrofitting existing streets and highways.
- The criteria for project selection for programs such as TEA-21 transportation enhancements and hazard elimination should be written to ensure that bicycle projects can compete successfully for such funding

Summary

This chapter covers some of the issues, actions, and objectives you should consider as part of your efforts to become an effective advocate for bicycling in your community and state. The next chapter provides more detailed guidance on specific “tools and tactics” for advocates.

Tools and Tactics for Advocacy

Start, Operate and Sustain a Bicycle Advocacy Group

The first step in organizing a bicycle advocacy group is for you and others involved to recognize that as a group, cyclists can do more to improve their lot than you can do alone. Your objective should be to create a sustainable organization capable of remaining actively involved in advocacy for years to come. Here are some key steps to consider when starting a bicycle advocacy group from scratch.

Call a meeting. Start talking up the idea at the next bike club meeting or to fellow cyclists. Identify other people who share your interests and concerns.

- Call a meeting, local or statewide, of like-minded people who want better conditions for bicycling.
- Attract participants by placing notices in bike shops and bicycle club newsletters.
- Talk about the local issues and about what is happening around the state and country.
- Suggest a time for future meetings.
- Commit to weekly, biweekly or monthly meetings.

The overall objective should be to create a sustainable organization capable of remaining actively involved in advocacy for years to come.

Talk about issues and possible goals for the group. Perhaps there are some immediate local issues that will help the group to coalesce. For example: does your state or local transportation agency automatically take into account the needs of bicyclists when planning or designing transportation facilities? Is there adequate room for you to cycle on the roads that take you where you need to go? Are a significant number of bicycle projects being funded through the state Transportation Enhancements program?

- Suggest a mission for the group.
- Use urgency as a tool.
- Take advantage of an immediate challenge or opportunity and use this as a focus.
- Set forth and agree on a broad vision you see for your state, city or county.

Set three key short term goals. These goals should be meaningful, visionary, doable and agreed on by the group. Establish a six-month timeline and develop a plan for achieving each one. Assign responsibility to one individual for each part of the plan. Use goals as a focus for presentations and in all written materials developed for fundraising and membership development.

Chapter Five

The role of a bicycle advocate involves more than just being a competent cyclist. It can also involve a commitment to spending time at planning meetings helping agency staff understand the needs of the bicycle community.



Establish a working structure. Appoint some leaders. Establish a mechanism for funding, both from dues and contributions. Don't hesitate ask for advice from an already established coalition, even if its located in another state. Borrow and adopt some bylaws that might fit your situations.

Take steps to become sustainable. Set a goal of raising \$1,500 within one month for the formation of the coalition. Use the money to pay for mailings, newsletters and meeting costs. Assign one person to account for the contributions. Open a checking account and keep good financial records.

Set a goal to recruit 50 new members within a month. Develop membership materials and distribute them at club meetings, bike shops and events.

As your group grows it's time to consider the next, big steps.

- Incorporate as a non-profit organization.
- Appoint a board of directors whose job it will be to establish program and policy direction; oversee the administration of the organization; and provide style, vision, and community leadership.
- Hire an executive director. Eventually, hiring staff is not an option: it is a leap of faith! Taking that leap signals the difference between ad hoc and professionalism. Staff can keep an organization

going when enthusiasm runs low. A good director will also inspire volunteers and keep their enthusiasm running high.

Work with Your Bicycle Coordinator

TEA-21 requires that every state have a bicycle and pedestrian coordinator. This doesn't mean, however, that all transportation agencies see this as requiring a full-time staff person. Indeed, some coordinators are permitted to work only as a part-

time employee, while others must squeeze in bicycle and pedestrian issues with other duties as time allows. One thing is for sure, no coordinator has nearly enough time to do all that needs to be done.

When it comes to coordinators, the most important thing you or your advocacy group can do is to be a

helpful friend. By and large, coordinators are people like you who really want to do a good job for bicycling and walking. It's not unusual for them to face daily frustrations and even stonewalling from superiors who would just as soon that they or the agency not be involved in bicycling and walking issues. What most coordinators need is support, not criticism. Here are some ways to be helpful.

The most important thing you or your advocacy group can do for a bicycle coordinator is to be a helpful friend.

- First, make sure your state has a bicycle coordinator. If it doesn't, ask why, and press for reasons as well as a date certain when the position will be filled.
- If your state does have a bicycle coordinator, contact the coordinator and ask what they are working on and how your group might be of assistance.
- Ask your coordinator if a bicycle advisory committee exists, and if its possible to provide for your group to be represented on such a committee.
- Provide the coordinator with information on your local bicycling issues.
- Volunteer backup support at legislative hearings and transportation meetings.

Develop Support From Elected Officials.

Contrary to what you might think, elected officials probably sleep well at night, no matter how much anxiety they can—intentionally or unintentionally—create for you and other bicyclists. There's one thing these tough-skinned individuals have in common, however, and that is that they all want to be elected and re-elected.

Talking about things that make a community bicycle-friendly provides a great opportunity for politicians to speak about quality of life issues. Safer streets for our kids, recreational opportunities for adults, slower traffic speeds, and new sources of money for communities are all topics that most elected officials are willing to support. What can you do to get things started?

Take a politician out to lunch, or make an appoint-

Help the candidates now...they'll likely help you later.

ment to have a series of chats over coffee. Frame issues that will benefit both the politician and bicyclists in the community. If an election is

coming, educate the candidates so that their words are really your words. The most effective time to bend a politician's ear is during an election year. Here are five actions to make the most of election year opportunities.

- Determine what you want. Convene a meeting of bicycle advocates to determine what they want and which officeholders or candidates will be most likely to support the issue(s).
- Get promises from the candidates. A written survey mailed out to the candidates can be a good way to get elected officials on your side and on the record. Attend public candidates nights and ask bicycle-related questions. Or hold your own candidate forum. Let the candidates know, "This is what we want, and we're not going to stop asking for it until we get it!"
- Help the candidates now, and they'll likely help you later. Lending assistance to bicycle-friendly incumbents is the a good way to communicate to them that you understand the political process, are grateful for their help, and care about their ability to stay in office.
- Run for office yourself. Many cyclists have run for

office on bicycle-related platforms. Even if your candidacy is a long shot, other candidates will see you as a peer and respect you for running. Some may even try to co-opt your issues—what could be better!

- Follow up. Contact the winners and request a follow-up on your issues. Offer to help fulfill bicycle-related campaign promises.

Present Effective Testimony

The best way to present effective testimony is to educate yourself. There are many resources from which to draw knowledge and inspiration; web sites, national bicycle organizations and the like. Attend national rallies and the workshops you'll find there. Attend training seminars on bicycle planning and design when they are presented in your area. Go to a national conference on bicycling where you'll meet other advocates and learn from their war stories. Obtain copies of important national reports, guidelines and even state traffic laws and become familiar with important messages these and other publications are trying to convey. For example:

The National Bicycling and Walking Study sets forth a goal of doubling the number of people bicycling and walking, while at the same time cutting in half the number of injuries and fatalities associated

with each of these modes. Make sure these goals are a part of your state, regional and local long-range plans.

FHWA's *Selecting Roadway Design Treatments to Accommodate Bicycles* and AASHTO's *Guide to the Development of Bicycle Facilities* recommend designers take into account cyclist ability, as well as a host of transportation factors (e.g. traffic speed, volume and mix) when making roadways more bicycle friendly. Then, when you've boned up on these and other resources, make yourself available or arrange for other

knowledgeable people to attend public hearings and transportation planning meetings.

Other considerations include:

- Put a face on your remarks. Tell people how these issues affect you, your family, and others in your community.
- Dress professionally, or whatever local

standards call for. This is not the time for cycling shorts.

- Show up on time. Be prepared to speak to the issue at hand and don't drag in extraneous issues.
- Quote figures and numbers. Reference national statistics, findings, guidelines and standards.
- Provide a way for people to contact you for a follow-up.

Two of the most powerful partners that can be coaxed into supporting bicycle friendly communities are health practitioners and the tourism industry.

Partnering With Unlikely Partners

Bicyclists are finding support in surprising places these days. Two of the most powerful new partners supporting bicycle friendly communities are health practitioners and the tourism industry. Both have money and time to spend on issues that will also move their own agendas along.

Public health officials are interested in bicycling because it offers opportunity for improving the levels or physical activity of otherwise sedentary and overweight populations. Your job is to make the contacts with potential partners to develop this kind of support in your community.

The beauty of turning the tourism industry on to bicycling is that bicycle tourism provides both visitors and residents alike an environmentally sound alternative to cars and motor coaches for sightseeing and recreational traveling purposes. It can enable communities to benefit from improved air quality, negligible impact upon the visual landscape, no-cost or low-cost improvements such as shoulders and rest rooms that can aid all travelers, and a scale of travel that can maintain and even enhance the quality of life within those communities.

Monitor Transportation Projects and Make Them Bicycle Friendly

TEA-21 requires transportation agencies to consider public input. When it comes to actual projects (such as roadway widening, bridge construction, or impending land development), opportunities for public input may be offered as a public hearing (when public testimony is recorded) or an informational

meeting (where testimony is not required to be recorded but comments, opinions and questions may be raised). For either format, some form of public notice is required, usually in the classified section of the local newspapers.

Make it your practice to scan the papers for upcoming transportation meetings, and make plans to attend. Even if you're not fully informed about what's going on, stand up and ask, "What provisions are you planning to make to accommodate bicycles?" This will usually reorient the discussion in your favor, or at least make everyone in the room aware that bicycles should be considered. Again, keep asking questions and don't give up until you get what you want.

Get \$\$\$ for Bikes Included in Agency Projects

In the U.S., transportation agencies spend billions of dollars each year on streets and highways, so there's no shortage of funds. However, there's lots of competition for transportation dollars and your favorite bike project may not be considered a high priority.

It's the MPOs and the regional planning commissions (RPCs) that rank and prioritize local bike projects, so it's the members of the transportation committee ranking the project you need to target as well as your own local

Keep asking questions and don't give up until you get what you want.

Chapter Five

One model for getting young people involved in advocating for better bicycling conditions is Youth Bicycle Education Network, or YBEN.



elected officials. As the members of such a committee may come from individual towns or cities, find out who your representatives are and try to get them to advocate for your project.

One way to tip the scales in your favor is to ask that the system for prioritizing projects be adjusted to give “extra credit” to projects that accommodate bicycles. This technique has proven successful in Seattle.

Another tactic is to get the MPO or RPC to set aside a certain percentage (say 3 to 10 percent) of federal and state funds for bicycle projects.

Still another tactic is to ask if the transportation ranking committee has anyone representing bicycle interests. In cases where most members are chosen from towns or cities, ask to be appointed as an at-large committee member to represent bicycle and walking interests.

Get Kids Involved

Why get kids involved? Because a high percentage of bicyclists are children and today’s children are tomorrow’s bicycle advocates. One model for getting young people involved in advocating for better bicycling conditions is YBEN, or the Youth Bicycle Education Network. Following the model established by YBEN, one middle school in Hampton, Virginia achieved all of the following in just six months’ time.

- Established a bicycle club for over 20 at-risk middle school students.

- Received grant awards of more than \$13,000.
- Learned simple bicycle mechanics and maintenance.
- Attended a statewide bicycle education conference.
- Worked with local planning officials to update bike route maps for the city.
- Transported the bike maps to city hall.
- Learned about bicycle safety, rules of the road, safe bike handling, and wearing a bicycle helmet.
- Taught other students about bicycle safety at an elementary school.
- Participated in established bicycle events within the region.
- Hosted a bicycle rodeo.
- Made a presentation at the local Kiwanis club.
- Received endorsement from the local school board.
- Received mayor’s proclamation of national bike month.
- Made a presentation at a state transportation conference.
- Received recognition in a local newspaper.
- Received recognition in a national bicycle magazine.
- Collaborated with 41 different agencies and volunteers.

Help Prepare a Winning Proposal

In many states Transportation Enhancement Program awards are granted on a competitive basis. Eligible projects must compete with each other for the limited federal dollars available. One way to gain an advantage for bicycle projects in such situations is to help the person or agency preparing the proposal. Here are some tips:

- Learn about your state's enhancement award process. Find out who will be making decisions for awards, where they are from, and what particular slant they might bring to the selection committee. Also find out whether the selection committee has any particular agenda. For example, what's the committee's attitude toward spot improvements versus linear projects or their preference toward shared roadway improvements versus multi-use or rail-trail conversions. Remember, enhancements may include such things as toilets, water fountains, directional signs, parking devices, and maps and publications.
 - Tailor your project to appeal to the broader interests of the selection committee. Incorporate, to the extent possible, the things that will likely interest all committee members. Look for opportunities to broaden the impact of the proposed project. For example, if an historic train depot is to be renovated for a welcome center, ask them to include bicycle parking and public wash rooms and drinking fountains for visitors. Have pedestrian facilities and new lighting been proposed for a downtown historic district? Don't forget to include removal of dangerous drainage grates when sidewalks and curbs are disturbed during construction.
- Stick to the application requirements. Be succinct. Provide only the information that will encourage the committee to read your entire proposal. More is not better in this case. Many enhancement committees will have to review hundreds of applications each year and it's unusual for any member to spend more than fifteen minutes on any proposal. Sometimes it's the big, fat proposals they tire of and throw aside most quickly.
 - Use color photos. There's nothing like visuals to convey a message. Use photos to describe current conditions. And with today's color scanners, copiers and printers, it's easier than ever to use full color.
 - Exceed the match. TEA-21 requires at least a 20 percent local match for enhancement awards. When a community is able to contribute more than 20 percent toward their project, the chances for receiving an enhancement award may increase dramatically. Additional local funds may be generated through in-kind contributions of land or labor, or perhaps by creating a special self-imposed tax district in the area that will benefit most from the project.
 - Follow up. Unsuccessful? Contact the enhancements program manager for a debriefing to learn what went wrong so you can overcome objections during the next round of enhancement awards.

Debunk the Myths

We've all been there. After a fine presentation before the city council, public works director, or the

chief traffic engineer, you're faced with someone who just keeps on coming up reasons for saying NO. In overcoming a negative response, it may be helpful to understand that most of us, including public officials, are fearful of change. Moreover, few traffic engineers were trained in school to design bicycle facilities. Frankly, the technical issues involved weren't understood until recently. As a result, these people may not have the expertise, or the backing from their superiors, to deal with bicycles on the roadway and they didn't have bicyclists banging on their doors until recently. There are always officials who are just not willing to do anything for bikes or who consider the needs of bicyclists a low priority. Here's what you should know when you hear these old saws:

- "There's no money."

Baloney: there is lots of money! Even though there may be intense competition for splitting up the pie of transportation dollars, there are many nooks and crannies with TEA-21 where dollars may be hiding. Besides, there's always the alternative of locally generated revenue. The trick is to generate commitment, for where there's commitment, there'll also be revenue.

- "We can't calculate demand for the project." Or, alternatively, no one will use the trail/bike lane. If the 1970s gave us anything besides disco, it gave us a raft of poorly conceived and executed projects

What can you do when you hear these old saws?



that no one wanted to use. Today, advocates are using a number of approaches to success fully overcome the naysayers. Acknowledge the failure of some early projects and note why they failed—poor location, bad design, not part of a system or network, impossible to get to, built before the regional mall and 5,000 homes were developed on the same road. Show how the current project will overcome earlier pitfalls—latest design and fits into an overall network. Use successful examples from other cities. The National Cycling and Walking Study found that “cities with higher levels of bicycle commuting have on average 70 percent more bikeways per roadway mile and six times more bike lanes per arterial mile.” “If you build it, they will come,” has proven true. Well-constructed trails are now being widened to accommodate increased use. Just because there are very few bicyclists using a particular road, it doesn't follow that few will use an improved facility. Few cars would attempt to cross a river before a bridge is in place, yet the bridge will be well used once it is constructed.

- “You’re too late, we’ve already designed it.” So what? Changes to new or improved highways can be made right up until the lane stripes are painted, and shifting lane stripes is one easy way of accommodating bicycles. If you are truly too late, use the project as an example of why a policy or design standard is necessary to ensure that bicyclists are considered in all future projects.
- “Bicycling is recreation, and we can’t spend transportation dollars on recreation.” Transportation agencies may attempt to distinguish between recreation and transportation for both trips and uses. When such distinctions are made, programs and actions that are incomplete and not fully responsive to the needs of bicyclists or walkers can be the result. Here’s how to rebuke this argument:

TEA-21 retains the requirement that bicycle projects be “principally for transportation rather than recreation purposes.” FHWA has determined that to meet the “transportation purpose” requirement, a bicycle facility must be more than a closed loop trail within a park that can *only* be used for recreational purposes — users must be able to get somewhere other than back to their starting point. Beyond this, any bicycle facility providing access from one point to another can and will be used for transportation purposes and is therefore eligible for funding under TEA-21.

Looking beyond the FHWA interpretation, it may be useful to for advocates to have the following “arrows” in their quiver.

a) Less than half of all bicycling and walking trips are transportation related. The National

Bicycling and Walking Study (NBWS) states “*More than half of the bicycle trips and a third of the walking trips [are] for social or recreational purposes.*” Children are an important constituency making many of these trips. If recreation is not part of the total program, more than half of all trips and a large segment of the population will be overlooked.

b) Recreational bicyclists and walkers constitute an enormous pool of candidates for future transportation trips. The National Bicycling and Walking Study states: “*...there are more than 131 million recreational bicyclists and walkers...this population will be instrumental in achieving the goal of doubling the percentage of utilitarian bicycling and walking.*” If this constituency is ignored, the potential for increasing bicycling and walking activity and attainment of the *use goal* of the NBWS will be reduced. As observed in the National Bicycling and Walking Study: “*A key to increased usage is to convert recreational bicyclists and walkers into using these modes for everyday trips such as going to the store...*” and to school, and to work. The concept of trip conversion may be taken one step further by suggesting that a key to increased usage would also be to convert people in cars into recreational bicyclists and walkers. This is a form of outreach that could increase the pool even more.

c) Bicycle and pedestrian crashes are not limited only to transportation trips. The second goal of the National Bicycling and Walking Study is “*To reduce by ten percent the number of bicyclists and pedestrians killed or injured in traffic crashes.*” When

bicyclists and pedestrians get killed or injured, does the purpose of the trip matter? Do police or hospitals/morgues ask whether the trip was being made for transportation or recreation? What would be the outcome if accident prevention only addressed transportation-related trips? What if safety messages read: “Wear a bicycle helmet, and cross at crosswalks...*only* when bicycling or walking for transportation”? Crashes and injuries are not characterized by trip type or purpose and a significant number of injuries and deaths are likely associated with trips of a recreational nature. Attention to social or recreational trips made by bicyclists and walkers must not be excluded from consideration if the *safety goal* of the NBWS is to be met.

Summary

The descriptions of the techniques presented in this chapter are far from comprehensive, but they are representative of actions that have proven most effective for bicycle advocates.

Throughout this Guide, we have endeavored to inform, educate and raise awareness among fellow cyclists of the opportunities made available through TEA-21 to help make America bicycle-safe, bicycle-friendly, and bicycling positive.

If we have inspired you to join our crusade to achieve this goal, then we consider this handbook a success.



ORGANIZATIONS

Bikes Belong Coalition (BBC)

1368 Beacon Street
Brookline, MA 02446-2800
(617) 734-2800
info@bikesbelong.org
www.bikesbelong.org

BBC, sponsored by members of the American bicycle industry, seeks to put more people on bikes more often through the implementation of TEA-21.

National Center for Bicycling and Walking (NCBW)

1506 21st Street, N.W.
Suite 200
Washington, DC 20036
(202) 463-6622
help@bikefed.org
www.bikefed.org

The NCBW, formerly the Bicycle Federation of America, a national non-profit organization, works with communities to create bicycle-friendly policies, plans and programs.

League of American Bicyclists (LAB)

1612 K St., N.W.
Suite 401
Washington, DC 20006
(202) 822-1333
bikexec@aol.com
www.bikeleague.org

The LAB, a national organization, whose membership includes 35,000 individuals, 455 recreational clubs, and 50 advocacy organizations, promotes cycling for fun, fitness and transportation and works through advocacy and education for a bicycle-friendly America.

Adventure Cycling Association (ACA)

P.O. Box 8308
Missoula, MT 59807
(406) 721-1776
acabike@adv-cycling.org
www.adv-cycling.org

The Adventure Cycling Association, with 44,000 members, is America's largest organization of recreational cyclists. The ACA supports their members' use of bicycles for exploration, discovery, and adventure.

International Mountain Bicycling Association (IMBA)

P.O. Box 7578
Boulder, CO 80306
(303) 545-9011
IMBA@aol.com
www.greatoutdoors.com/imba

Rails-to-Trails Conservancy (RTC)

1100 Seventeenth St. N.W.
Tenth Floor
Washington, DC 20036
(202) 331-9696
(202) 331-9680 fax
rtcmail@transact.org
www.railtrails.org

Federal Highway Administration

Bicycle and Pedestrian Information Center
400 7th St., S.W.
HEP-10, Room 3222
Washington, DC 20590
(202) 366-4071
andy.clarke@fhwa.dot.gov

National Transportation Enhancements Clearinghouse

1100 Seventeenth St. N.W.
Tenth Floor
Washington, DC 20036
(888) 388-6832
ntec@transact.org

STATE AND LOCAL CONTACTS

If you want the latest information on contacts and organizations in your area, contact the LAB at (202) 822-1333 or email bikeleague@bikeleague.org, or the NCBW at (202) 463-6622, or email contacts@bikefed.org.

If you want a list of state bicycle and pedestrian coordinators contact the FHWA Bicycle and Pedestrian Information Center at (202) 366-4071.

INTERNET RESOURCES

The electronic version of this Guide, on the web at www.bikesbelong.org, contains many more hot links, websites and resources than could possibly fit in print. Also visit this website to see important news and updates.

Each of the organizations listed under contacts maintain websites that contain information on current events, new programs, and other useful resources and contacts.

Many grassroots bicycle advocacy groups also maintain their own websites. Several examples:

Chicagoland Bicycle Federation

www.chibikefed.org

Massachusetts Bicycle Coalition

www.massbike.org

San Francisco Bicycle Coalition

www.sfbike.org

Transportation Alternatives

www.transalt.org

The Cyber-Cyclery, www.cycling.org, maintains a comprehensive site with bicycle-related directories, links to advocacy groups, email lists and discussion forums.

Chainguard, www.chainguard.org, maintains an active advocacy email listserve and useful tools and links.

BikePlan Source, www.bikeplan.org, includes a growing and evolving online bicycle planning and program guide, an extensive reference library.

FHWA's TEA-21 site, www.fhwa.dot.gov/tea21, contains an overview and fact sheets on TEA-21 programs.

The National Highway Traffic Safety Administration (NHTSA) website, www.nhtsa.dot.gov, has an online Safety Materials Resource Catalog, where you can order free brochures and other materials on bike safety.

DOCUMENTS

Transportation Equity Act for the 21st Century — A Summary (free booklet). Order by calling the Federal Highway Administration, voice message center, at (800) 240-5674, or email sherron.monts@fhwa.dot.gov; also online at www.fhwa.dot.gov/tea21/sumcov.htm.

TEA-21 Bike/Ped Technical Summary (free brochure) outlines provisions for bicycling in TEA-21. Order by calling the FHWA Bicycle and Pedestrian Information Center (see listing under contacts).

FHWA Guidance on the Bicycle and Pedestrian Provisions of the Federal-Aid Program, guides State DOTs and MPOs on implementation of bike/ped components of TEA-21. The Guidance and transmittal letter from the FHWA Administrator are available online at www.bikefed.org.

The FHWA Interim Guidance on Transportation Enhancement Activities is available from the National Transportation Enhancements Clearinghouse at (888) 388-6832. The Guidance is also online at www.railtrails.org/ntec.

TEA-21 User's Guide (\$15, 70-page booklet) produced by the Surface Transportation Policy Project (STPP) reviews TEA-21 from the perspective of transportation reform. Order from STPP, 1100 17th Street, NW, 10th Floor, Washington, DC 20036, (202) 466-2636. The TEA-21 User's Guide is also on the web at www.tea21.org.

A Guide to Transportation Enhancements (free, 32-page booklet) explains the major elements and inner workings of the TE program, answering common questions, noting common hurdles, and strategies for success. Order from the Enhancements Clearinghouse, (888) 388-6832.

National Bicycling and Walking Study A series of 24 case studies and a final report were completed in the early 1990's to examine what barriers bicyclists face and what was being done to overcome them. Contact the FHWA Bicycle and Pedestrian Information Center (see listing under contacts) to order the Final Report, or for a listing of available case studies.

Implementing Bicycle Improvements at the Local Level (\$35, 100-page report), a guide for local governments on how to make improvements to existing conditions that affect bicycling. Order from the Institute of Transportation Engineers, 525 School Street, SW, Suite 410, Washington, DC 20024, or call (202) 554-8050. This Guide is also available online at

www.bikefed.org.

Improving Conditions for Bicycling and Walking: A Best Practices Report (free, 60-page report) highlights a sampling of successful projects implemented using ISTEA funds. Available from the FHWA Bicycle and Pedestrian Information Center. This report is also on the web at www.apbp.org.

Share the Road, a 1997 report that makes the case for bicycling in the reauthorization of ISTEA. Contains useful statistics and arguments for investing in bicycling. Share the Road is on the web at www.bikefed.org/tools.htm

Secrets of Successful Rail-Trails: An Acquisition and Organizing Manual for Converting Rails into Trails (\$19.95, 178-page) outlines a comprehensive, step-by-step process that will enable you to create successful rail-trails in your community. Order from RTC, (800) 888-7747, ext. 11.

Bike Month Event Organizer's Kit (\$22, 55-page) is a detailed guide to promoting bicycling with special events and publicity as a part of National Bike Month and Bike to Work Week. Order from the LAB, (202) 822-1333.

Bicycle Blueprint: A Plan to Bring Bicycling Into the Mainstream in New York City (\$15, 160-page book) contains 100 photos and illustrations showing bicycle solutions from around the world. Order from Transportation Alternatives, 92 St. Marks Place, New York, NY 10009, or see www.transalt.org.

Citizen Advocacy: Working for Sustainable Transportation Alternatives in Your Community (\$7.50, 20-page booklet) contains guidelines and tips for people developing an effective transportation advocacy campaign; from the Advocacy Institute, 1730 Rhode Island Ave., N.W., Suite 600, Washington DC 20036.

Developing a Successful ISTEA Enhancements Application for Trail, Bicycle and Pedestrian Projects (free, 4-page) is available from the National Transportation Enhancements Clearinghouse, (888) 388-6832. The NTEC can also prepare a custom State Enhancements Program Profile for your state.

Selecting Roadway Design Treatments to Accommodate Bicycles (free, 60-page report), prepared for the Federal Highway Administration, provides guidance for transportation agencies in planning accommodations for bicycling. Contact the FHWA Bicycle and Pedestrian Information Center, or view the document online at www.bikefed.org/library.htm.

Guide to the Development of Bicycle Facilities (\$35, 78-page guide), from the American Association of State Highway and Transportation Officials (AASHTO), is the most-referenced bicycle facility document in the U.S. Contact the AASHTO Information Center at (800) 231-3475, or order online at www.aashto.org.



Bikes Belong

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