

CHAPTER 6: CONCLUSION

This Bicycle Pedestrian Connectivity Study helps chart a course toward a fully inclusive and accessible active transportation system for the region. The design guidance and recommendations will only be realized through a close working relationship between the County, MPO, and the local municipalities. The success of this Study also relies on the obtainment of appropriate funding, as well as the support of local residents and stakeholders who are passionate about biking and walking in their communities. Therefore, this Chapter outlines potential



Source: Black River Blueway

funding sources for potential bicyclist and pedestrian projects, as well as educational and outreach programs that the MPO can employ to raise awareness and excitement over a better connected, well-utilized multi-modal transportation system both in the City of Watertown and the region as a whole. Furthermore, it is essential that any transportation project is considered through an equity lens to ensure that decision-making is uplifting marginalized and underserved populations, rather than sustaining inequities in the WJCTC planning area.

6.1. Potential Funding Sources

The recommendations contained in this Study have a wide range of associated costs. This section identifies funding sources which can be used to provide monetary assistance for bicycle and pedestrian facilities and programs. Many of these funding sources are available on the federal level, as dictated in the new transportation legislation, Fixing America's Surface Transportation Act, or the "FAST" Act. Many of these federal programs are administered by the New York State Department of Transportation (NYSDOT). Additionally, there are other state funding sources which can be used to help achieve the goals and objectives of this Study. Finally, a number of private funding sources exist which can be used by local governments to implement bicycle and pedestrian-related programs. The following table includes many of these funding sources:

Funding Source	Eligible Projects	Type
Rebuilding American Infrastructure with Sustainability and Equity (RAISE)	Bike parking/storage, bike lanes, bike repair stations, bike share systems, non-motorist bridges, crosswalks, curb cuts/ramps, landscaping/streetscaping, bike & ped lighting, road diets, shared use paths, paved shoulders for bike & ped use, recreational trails, trailheads, trail facilities, sidewalks, signals, signage, signed bike & ped routes, traffic calming, trail crossings/tunnels, bike & ped overpasses/tunnels	Federal
Infrastructure For Rebuilding America (INFRA)*		Federal
Transportation Infrastructure Finance and Innovation Act (TIFIA)		Federal
FTA Capital Investment Grants Program	Bike parking/storage, bike lanes, bike repair stations, bike share systems, non-motorist bridges, crosswalks, curb cuts/ramps, landscaping/streetscaping, bike & ped lighting, road diets, shared use paths, sidewalks, signals, signage, signed bike & ped routes, traffic calming, ped & bike overpasses/tunnels, bicycle and pedestrian plans, bike & ped data collection, counting equipment, maps for bikes & peds	Federal
Congestion Mitigation and Air Quality Improvement (CMAQ) Program	Bike parking/storage, bike lanes, bike repair stations, bike share systems, non-motorist bridges, crosswalks, curb cuts/ramps, maps for bikes & peds, shared use paths, paved shoulders for bike & ped use, sidewalks, signals, signage, signed bike & ped routes, training	Federal
Highway Safety Improvement Program (HSIP)	Bicycle lanes on road, bridges/overcrossing for bikes & peds, crosswalks, curb cuts/ramps, counting equipment, bike & ped data collection, bike & ped lighting, paved shoulders for bike & ped use, road diets, road safety assessments (RSAs), shared use paths, sidewalks, signage, signals, traffic calming, trail bridges, trail crossings and intersections, training, tunnels/undercrossings for bikes & peds	Federal
National Highway Performance Program (NHPP)	Bicycle lanes on road, bike parking, bike share systems, bridges/overcrossings for bikes & peds, crosswalks, curb cuts/ramps, counting equipment, bike & ped data collection, landscaping, bike & ped lighting, paved shoulders for bike & ped use, road diets, separated bike lanes, shared use paths, sidewalks, signage, signals, signed bike & ped routes, traffic calming, trail bridges, trail crossings and intersections, tunnels/undercrossings for bikes & peds	Federal

Funding Source	Eligible Projects	Type
Surface Transportation Block Grant Program (STBG)	ADA self-evaluations or transition plans, bike & ped plans, bike helmets, bike lanes on road, bike repair stations, bike share systems, non-motorist bridges, bike & ped coordinator positions, crosswalks, curb cuts/ramps counting equipment, bike & ped data collection, landscaping, bike & ped lighting, bike & ped maps, paved shoulders for bike & ped use, recreational trails, road diets, road safety assessments (RSAs), safety education & awareness programming, safety education positions, safety enforcement, separated bicycle lanes, shared use paths, sidewalks, signage, signals, traffic calming, trail bridges, trail construction & maintenance equipment, trail crossings, trailheads & amenities, training, tunnels/undercrossings for bikes & peds	Federal
Transportation Alternatives (TA)	ADA self-evaluations or transition plans, bike & ped plans, bike helmets, bike lanes on road, bike repair stations, bike share systems, non-motorist bridges, bike & ped coordinator positions, crosswalks, curb cuts/ramps counting equipment, bike & ped data collection, landscaping, bike & ped lighting, bike & ped maps, paved shoulders for bike & ped use, recreational trails, road diets, road safety assessments (RSAs), safety education & awareness programming, safety education positions, safety enforcement, separated bicycle lanes, shared use paths, sidewalks, signage, signals, traffic calming, trail bridges, trail construction & maintenance equipment, trail crossings, trailheads & amenities, training, tunnels/undercrossings for bikes & peds	Federal
Recreational Trails Program (RTP)	ADA self-evaluations or transition plans, bike parking, crosswalks, curb cuts/ramps, counting equipment, bike & ped data collection, bike & ped lighting, bike & ped maps, paved shoulders for bike & ped use, pedestrian plans, shared use paths, sidewalks, trail bridges, trail construction & maintenance equipment, trail crossings, trailheads & amenities, training, tunnels/undercrossings for bikes & peds	Federal
State and Community Highway Safety Grants*	Bike helmets, safety & education programming, safety education positions, safety enforcement, training	Federal
Section 405 National Priority Safety Program*	Safety & education programming, safety enforcement, training for law enforcement on bike & ped safety laws	Federal

* Eligible, but not competitive unless part of a larger project.

Funding Source	Eligible Projects	Type
CHIPS (Consolidated Local, State, and Highway Improvement Program)	Construction and repair of highways, bridges, highway-railroad crossings, and other facilities that are not on the State highway system, which may include bicycle & pedestrian facilities.	State
Local Waterfront Revitalization Program (LWRP)	Municipalities with an approved LWRP are eligible for implementation funds, which may be used for pedestrian walkways, streetscape improvements, sidewalks, bike lanes, shared use trails, crosswalks, pedestrian safety enhancements, signage, lighting, street trees, benches, planters, bike racks, landscaping, and other bike & ped amenities in pursuit of the implementation of the LWRP.	State
Green Innovation Grant Program GIGP	Projects that improve water quality and demonstrate green stormwater infrastructure (GI) in New York State; which may include streetscape projects with GI components	State
Environmental Protection Fund Grant Program for Parks, Preservation and Heritage (EPF) – Parks Program	Playgrounds, courts, rinks, community gardens, and facilities for swimming, boating, picnicking, hunting, fishing, camping or other recreational activities.	State
People for Bikes	Bike paths, lanes, trails, and bridges; mountain bike facilities; bike parks and pump tracks; BMX facilities, bike racks, bike repair stations, bike storage, bike advocacy programs	Private
National Trails Fund	Hiking trails, multi-use trails, projects that will result in ease of access for hikers, projects that promote community building surrounding trail projects.	Private
Robert Wood Johnson Foundation	Various	Private
The Conservation Alliance Fund	Land conservation	Private

6.2. Education & Encouragement

To assist in creating an effective, safe bicycle and pedestrian network, outreach and education will be necessary to promote the use of non-motorized transportation options and to inform residents and stakeholders of the appropriate manner to operate within active transportation facilities. Educating roadway users about the rules of the road and safe bicycling and walking behavior is essential, while at the same time, encouraging more people to get outside and walk and ride their bikes.

The 1999 version of AASHTO’s Guide for the Development of Bicycle Facilities recommended that an education plan address the following four groups:

- » Young bicyclists;
- » Adult bicyclists;
- » Parents of young bicyclists; and
- » Motorists.

This Plan recommends that the following groups be addressed as well:

- » Senior pedestrians and bicyclists;
- » Low income pedestrians and bicyclists;
- » Visiting pedestrians and bicyclists; and
- » School-age pedestrians and bicyclists.

6.2.1. Informational Material Elements

It is important to make sure each group is addressed in multiple and suitable ways. For example, programs for young bicyclists should use age-appropriate curriculum and age-friendly language to explain concepts and issues. In addition, language barriers should be considered as educational materials are developed.

AS SIMPLE AS ABC

THE ABC QUICK CHECK WILL ENSURE YOUR BIKE IS IN GOOD WORKING ORDER AND MAKE YOUR RIDE SAFER.

A. AIR

If your tires give a bit when you press with your thumb, they need some air.

B. BRAKES

When you squeeze your brakes hard, you should still be able to fit your thumb between the brake levers and the handlebars. Check that your brake pads aren't worn out – if they are, replace them.

C. CHAIN, CRANK, CASSETTE

Make sure your chain is running smoothly – lightly oiled and free of rust and gunk – by spinning it backwards a few revolutions.

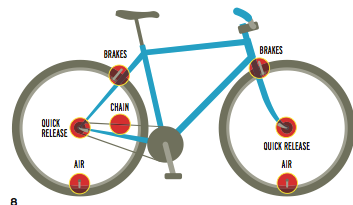
QUICK RELEASE

If your bike has quick release wheels, make sure the release levers are securely closed.

CHECK

As you start to ride, listen for any rubbing, grinding or clicking noises that might indicate something isn't working correctly.

If something isn't working properly, fix what you can and take any additional adjustments to your local bike shop. Schedule a regular tune-up for your bike.



One of the key things to keep in mind when planning outreach and education efforts is not to “reinvent the wheel”. Many successful programs, campaigns and resources are available. There are many national resources, such as materials provided by FHWA and the League of American Bicyclists. Other communities throughout the U.S. and Canada have also already developed tools that can be adapted and modified for the region. This adaptation is important in order to effectively localize the educational

campaigns. Locally created campaigns that include materials with a local feel have been shown to have a more noticeable influence on motorist and bicyclist behaviors than generic FHWA-produced materials.

Bike and pedestrian education and outreach are vitally important in light of the growing number of distractions that motorists, pedestrians, and bicyclists face while traveling. The use of cell phones while operating a vehicle, bicycling, and driving has often been recognized as just as dangerous of an activity as drunk driving (Strayer et al, 2006). Fortunately, the number of fatal distracted-affected crashes has decreased between 2015-2016, but distraction-affected crashes still account for 9% of total fatal crashes in the US (NHTSA, 2019). Current trends, such as this, are important factors in designing bicycle/pedestrian safety, education and outreach programs. The framework for these recommendations was crafted with all this in mind.

6.2.2. Develop Partnerships and Leverage Existing Resources

Connect partners to maximize the effectiveness of existing resources, programs, and materials. Some examples of education and outreach programs are suggested here:

- » **Create bicycling events,** locate volunteers for bicycle rodeos and bicycle repair



Source: newdream.org

programs, and distribute information about bicycling to young adults in the region in coordination with regional organizations.

- » **Coordinate with local school districts** on projects such as bike safety and maintenance workshops, bike fix-it stations at schools, or field trips related to active transportation.
- » **Support the creation of Walking School Bus Programs.** A Walking School Bus is a parent guided walking route with specific stops at specific times. Walking School Bus routes help families who live nearby to feel confident about letting their kids walk to school.



Source: League of American Bicyclists

» **Learn from successful outreach and education examples** in other active transportation-friendly communities. Many successful programs, campaigns and resources are already available. Other communities throughout the U.S. and Canada have already developed tools that can be adapted and modified for use by the communities in the MPO area.

» **Recognize those who commute by bike** and encourage people to become new bicycle commuters or increase their trips by bike during the season when the weather is improving through National Bike Month in May. This program features a month long calendar of events offering organized rides for different ages

and abilities, bike-handling skills and maintenance workshops, and a Bike to Work Day Commuter Challenge. The program is most successful when led by a community based organization with financial support from local government and the greater business community.

- » Create a team of at least two **bicyclist ambassadors** encourages an increase in bicycling by engaging the general public to answer questions about bicycling and teaching bicycle skills and rules of the road. Ambassadors attend community-based events throughout peak cycling season to offer helmet fits, route planning, bike rodeos and commuting 101 workshops. Community members also may request an appearance by a team of ambassadors at businesses, schools or a conflict zone location along the bikeway system.



Source: newdream.org



Source: League of American Bicyclists



Source: League of American Bicyclists

- » Create a **bike light campaign**. Fall is a good time of year to remind cyclists that proper equipment is required when riding at night, given the diminishing daylight. A bike light campaign also offers the opportunity to introduce cyclists to bicycle shops and strengthen partnerships between the community and retailers. This program could offer discounts on bicycle headlights and rear red reflectors and lights. It is recommended that the campaign be rolled out in September with the return of students to school. The campaign should expire before peak holiday season when bike shops are busy and less interested in offering discounts.

- » **Become a Bicycle Friendly Community.** The Bicycle Friendly Community (BFC) program created by the League of American Bicyclists (LAB) offers the opportunity to be recognized for achievements in supporting bicycling for transportation and recreation. It also serves as a benchmark to identify improvements yet to be made.
- » **Apply for League Certified Instructor training course scholarships.** The League of American Bicyclists offers certification courses to train those interested in teaching others to ride their bike safely and legally as a form of transportation.



Source: MassDOT

League Certified Instructors (LCIs) are a valuable asset to the community and can offer a variety of workshops for adults lacking confidence to ride in traffic as well as children learning to ride for the first time. LCI training courses require a two and a half day commitment and are offered through the LAB. To facilitate a cadre of cyclists to become LCIs, this program coordinates with the LAB to schedule training course offerings in the community and provide scholarships.

- » Conduct **public safety announcements** on following the rules of the road. For motorists, this campaign could address the need to look left prior to turning right, and provide clear passing space. For bicyclists, this campaign could address bicycle lights and lack of visibility when not riding in the road. For pedestrians, this campaign could address crossing at designated crossing facilities, and walking on the sidewalk in all seasons.
- » Support municipalities in becoming **Walk Friendly Communities**. Walk Friendly Communities is a national recognition program developed to encourage towns and cities across the U.S. to establish or recommit to a high priority for supporting safer walking environments. The WFC program will recognize communities that are working to improve a wide range of conditions related to walking, including safety, mobility, access, and comfort.



We provide connectivity in the local community by names and logos on



Source: Transportation Agency for Monterey County

- » **Distribute a Bike Map.** The development of a region-wide map indicating key off- and on-road bicycle routes would help inform residents of where it is comfortable for an average bicycle rider to travel, and promote the activity as a recreational opportunity.
- » Create an **active transportation wayfinding program** that includes identification of routes and signing plans (see Section 4.4).
- » Encourage the City of Watertown to institute a **“Sunday Parkways”** ride several times a year; involving closing select road segments for traffic-free biking and walking on a network of selected streets.



Source: Oregon Live



Source: Oregon Live



Source: Richmond Register

- » Consider **colorful sidewalks and crosswalks** at unsignalized intersections incorporate opportunities for play into street network.
- » Support the creation of a **Business Pool Bike Program**. Offering employees the opportunity to check out and ride a bike to meetings, lunch or run errands is a great benefit. Pool bikes are a form of bike sharing where an employer manages a fleet of bikes for this purpose. This program offers subsidies for the purchase and on-going maintenance of bikes as part of an agreement to track use and achieve the goal of reducing vehicle miles traveled and greenhouse gases. Employees sign up, make reservations and log their trips using a web-based management tool.

- » Conduct **pedestrian and bicycle counts** on a seasonal basis to track whether there is an increase in pedestrian and bicycle activity, exploring new methods as suggested by the public, FHWA, and the League of American Bicyclists.

- » Put together **Bicycle Rodeo Kits**. Children learning to ride should be confident with their bike-handling skills before riding in traffic. A Bike Rodeo is an

interactive and controlled environment where cyclists practice a new skill at a series of stations. The number and difficulty of skills can be tailored based on attendance and number of instructors available to staff the event. This initiative will create a self-service bicycle rodeo kit that can be reserved by League Cycling Instructors (LCIs), Bike Ambassadors and community members. It contains instructions, diagrams and props necessary to host a bike rodeo. These kits could be distributed to local municipalities and school districts in the WJCTC region.

- » **Attend Active Transportation Conferences and Workshops**. Participate in local conferences and events pertaining to active transportation planning to share best practices with other local professionals and learn current trends and opportunities in the active transportation realm.
- » Utilize the **AARP Network of Age-Friendly Communities Toolkit**. This toolkit can be adapted by municipal and local governments, non-profit organizations, community partners and volunteers to guide and support age-friendly initiatives that make ‘Livable Communities’ great places for all ages.



6.2.3. Appoint a Bicycle/Pedestrian Committee

Appoint a public bicycle/pedestrian committee to promote non-motorized transportation and to actively engage with citizens, planning committees, and boards to expand commuting and recreational paths for walkers and cyclists. Such a committee could:

- » Promote safe routes to school, greenways and connected corridors between towns,
- » Publish and maintain cycling and walking maps,
- » Recommend amenities to enhance safe walking and cycling.

6.2.4. Create a Maintenance & Improvement Schedule

The availability of bicycle and pedestrian facilities is one of the components that can lead to increased riding and walking in a community. However, facility improvements do not end at construction; facilities also need to be maintained to be useful. Maintenance needs require planning and budgeting. Sample maintenance activities include keeping roadways and bike lanes clean and free of debris, identifying and correcting roadway surface hazards, keeping signs and pavement markings in good condition, maintaining adequate sight distance, and keeping shared-use trails in good condition. Maintenance is an area where planning and attention can provide significant benefits for bicyclists and pedestrians at relatively modest additional cost.

6.2.5. Program Effectiveness Measures

Program effectiveness measures can be used to determine if the recommended strategies meet their objectives, discover any areas that need change, justify funding, and provide guidance for similar programs. Baseline data is required prior to implementing recommendations. The MPO could observe the outcomes or contract with a consultant to measure effectiveness on their behalf. Observable outcomes include:

- » Number of crashes, injuries and fatalities;
- » Behaviors;
- » Number of citations issued;
- » Number of people walking or bicycling;
- » Knowledge, opinions and attitudes;
- » Changes in organizational activity;
- » Traffic volumes; and
- » Traffic speeds.

The effort to enforce the traffic laws as they relate to bicycle and pedestrian safety should be addressed in an overall, county-wide, coordinated enforcement campaign. Targeted enforcement initiatives result in everyone following the rules of the road.