

Measuring Success



Caption: Thousands of bicycles at the entrance to Austin City Limits Music Festival.

Objective 5.1a: Periodically monitor implementation progress and update Plan on a regular basis.

Objective 5.1b: Monitor Austin's progress among peer cities. The Plan is a living document. It should be updated periodically to assess progress, identify new opportunities, and re-evaluate vision, goals, subgoals, objectives and actions.

A thorough plan evaluation investigates the achievement of objectives using quantifiable measures, reviews the effectiveness of particular interventions and policies, monitors public opinion, and then reassesses the specific program plan. As a result, specific program actions can be modified to strengthen implementation of the plan.

One component of evaluating progress is to establish benchmarks and report measures periodically. While it is the goal of the Austin 2014 Bicycle Plan Update to reach the established benchmarks on the timeline outlined, data should be collected, reported and evaluated more frequently to assess ongoing progress and to test the quality and effectiveness of the benchmarks.

An annual report should document current benchmark levels towards plan goals as well as opportunities and priorities for implementation of the plan. This will help educate and coordinate all levels of City government and the public on the next direction forward. Annual evaluations should be published to the general public and provided to senior management, the Imagine Austin priority program teams, relevant boards and commissions, and Council.

Facility types, projects and programs should be evaluated for their effectiveness in implementing the goals of the Plan. This includes the need to include regular collection of data from ridership counts, surveys and mode splits to track the growth of cycling on both facilities and the network over time and qualitatively evaluate the user experience. These evaluations will help guide decisions on future use of those facilities or programs.

The Plan aspires to achieve success as compared with peer cities nationally. The plan sets the goal of achieving gold level Bicycle Friendly Community designation by the League of American Bicyclists by 2015 and platinum level by 2020. To achieve gold and platinum levels, Austin will have to significantly increase the bicycle mode share. Primary means of increasing bicycle mode share is implementation of the all ages and abilities bicycle network, and expansion of encouragement programs to increase levels of bicycling.

Lastly, while being recognized as a national leader is attractive, the benchmarks in the Plan are ultimately oriented towards measuring the contribution of bicycling in realizing our shared goals as set forth in the Imagine Austin Comprehensive Plan.

Objective 5.1 Goals and Benchmarks

- Evaluate benchmarks annually, and report them to appropriate City Boards, Commissions, and Council.
- Complete 10 percent of action items by 2015, 40 percent by 2020 and 80 percent by 2030.
- Update the Bicycle Plan at least every 10 years, with interim updates every five years.
- Achieve gold level Bicycle Friendly Community designation by the League of American Bicyclists by 2015 and platinum level by 2021 (applications are accepted every 3 years).

Objective 5.1 Actions

- 5.1.1 In 2015, the Bicycle Program will establish baseline measures for each benchmark in the

Austin 2009 Bicycle Plan Update.

- 5.1.1a If necessary, coordinate with appropriate City departments or public agencies to collect data for measures.
- 5.1.2 Regularly collect and maintain local bicycling data, including monitored bicycle counts and bicycle-related traffic violations and accidents.
- 5.1.2a Coordinate with appropriate agencies and/or City departments to include bicycles in all traffic counts, traffic models and transportation surveys in the area.
- 5.1.2b Coordinate with the Austin Police Department, Travis County Sheriff's Department, University of Texas Police Department and Texas Department of Public Safety to establish and/or improve reporting methods for bicycle-related accidents and citations.
- 5.1.3 Continue to use and expand use of public surveys to evaluate public opinions of facilities, programs and Plan implementation.
- 5.1.4 Hold an annual meeting with the bicycling community stakeholders to solicit feedback on bicycling issues, maintenance and facilities. This meeting may be combined with other agencies seeking the same goal.
- 5.1.5 Provide an annual report to document current benchmarked levels towards plan goals as well as opportunities and priorities for implementation of the plan.
- 5.1.6 Evaluate new facility treatments, and pilot projects and programs.
- 5.1.7 Update the Austin Bicycle Plan every 10 years. For this Plan, the interim update shall begin by December 31, 2019, and a major update by December 31, 2024.

Best Practices: Measuring Progress Based on Benchmarks

Cities with successful bicycle programs have a tradition of establishing and accurately measuring benchmarks that show progress toward their goals. For example, Portland and Seattle both conduct manual bicycle counts rather than rely solely on the Decennial Census travel mode to work counts. Portland also counts bicycle use of the bridges over the Willamette River, into downtown, which is a strong indicator of work-related trips into the employment center. These cities also collect data for their benchmarks regularly to measure interim progress toward Plan goals. In order to ensure implementation of the Bicycle Plan, the City of Austin should strengthen its efforts in data collection to better monitor progress toward the goals and objectives of the 2014 Bicycle Plan Update.

Summary Table: Goals, Objectives, and Benchmarks

Goal	Metric/Benchmark (subject to funding allocation)
<p>Ridership - Significantly increase bicycle use across the City of Austin for all trip purposes.</p>	<p>Increase citywide workforce commuter bicycle mode to 3% by 2015 and to 5% by 2020.</p> <p>Increase central city workforce commuter bicycle mode to 10% by 2015 and to 15% by 2020.</p>
<p>Safety - Reduce bicycle deaths and injuries by implementing safety measures for all roadway users, including bicyclists.</p>	<p>Reduce bicycle fatalities by 50% from 2009 levels by 2015 and eliminate bicycle fatalities completely by 2020.</p> <p>Reduce the crash rate (number of work-age (16+) bicycle-related crashes as share of bicycle commuters per US Census Bureau journey to work estimates) by 1% every 5 years starting with 5% in 2015 as a baseline year.</p>
<p>Connectivity - Create a bicycle network that provides connectivity for people of all ages and abilities, providing direct and comfortable connections to where they live work and play.</p>	<p>Complete 50% of the “all ages and abilities network” and removal of bicycle lane network barriers by 2020 and 100% by 2025.</p>
<p>Equity - Provide equal bicycling access for all through public engagement, program delivery and capital investment.</p>	<p>Provide an all ages and abilities bicycle route within ½ mile of all 50% of households, workplaces, and destinations by 2020.</p> <p>Provide an all ages and abilities bicycle route within ½ mile of all 100% of households, workplaces, and destinations by 2035.</p>

Support Imagine Austin -
 Realize the potential of
 bicycling to support and
 achieve multiple goals of
 the Imagine Austin
 Comprehensive Plan.

Monitor contribution of bicycling in
 advancing the goals of Imagine Austin
 and include in an annual report.

Sub Goal	Objective	Benchmark (subject to funding allocation)
BICYCLE SYSTEM		

Provide and maintain a comprehensive bicycle system that serves all residents and neighborhoods of Austin, providing safe and comfortable bicycle facilities for people of all ages and abilities.

Create an all ages and abilities bicycle network

Complete 20% of the short-term all ages and abilities network by 2017, 50% by 2020 and 80% by 2025.

25% of the complete bicycle facility network recommendations by 2020, 50% by 2025 and 75% by 2035.

Annually contact adjacent jurisdictions to discuss bicycle system and connectivity improvements needed to realize our proposed system.

Remove barriers in the bicycle network.

Remove 30% of barriers list by 2015 and 75% by 2020.

Address issues of parking in all bicycle lanes by 2020.

Establish a citywide ordinance prohibiting parking in bicycle lanes by 2020.

Provide comprehensive end-of-trip facilities

Reinstate a bicycle rack program or fund a public/private partnership to provide 500 new short-term bicycle parking spaces per year installed on the right-of-way or private property serving existing developments.

Provide long-term bicycle parking at

Austin Bergstrom International Airport by 2015.

Establish incentives for showers and secure ground accessible bike parking rooms in residential and office uses by 2015.

Fully integrate bicycling with transit services

Coordinate with Capital Metro to equip all Capital Metro buses, rail cars, and van pools with bicycle racks that accommodate three bicycles by 2020, where safe.

Include short and long term bicycle parking at 100% of locations meeting transit stop bicycle parking criteria by 2015.

Maintain and expand the bike share system

Expand Austin's bike share system from 40 stations to 100 stations by 2016 and to 300 stations by 2017.

Provide superior bicycle facility maintenance

Include bicycle lane installation and maintenance within the operating budget of Public Works and Transportation by FY 2015, and continue on an ongoing basis.

Partner with Public Works to maintain protected bicycle lane barriers at good or acceptable conditions.

Address sweeping of physically protected bicycle facilities by 2015

Sub Goal	Objective	Benchmark (subject to funding allocation)
PROGRAMS		

Increase bicycle safety and use through education programs

Develop and execute programs to improve bicycle safety and roadway behavior

Distribute 5,000 Austin bicycle maps each year.

Educate 1,000 adult bicyclists and

Increase bicycle use through encouragement programs

Develop and execute encouragement programs to promote bicycling and increase awareness of bicycling among the general public

motorists about bicycle and motorist safety each year.

Create partnerships with other public agencies, and/or non-profit groups and advocacy groups to reach tens of thousands of people per year with promotional programs.

Host 5 Ciclovía events per year serving geographically diverse parts of the City by 2015 and 20 a year by 2020.

Increase the number of bicycle program email subscribers by 15% per year.

Notify the public of and engage citizens in all phases of new infrastructure projects and programs through the City's website and other communication channels.

Increase number of media pieces to 75 annual occurrences by 2015, then continue to increase by 10% per year.

Increase number of Bike to Work Day participants by 10% each year.

Increase number of City of Austin employees who commute to central city locations by bicycle to 7% by 2015 and 10% by 2020.

Partner to create citywide multi-modal encouragement and educational programs targeting reduction in drive alone trips.

Implement a Smart Trips program, resourced to reach each Austinite every 10 years.

Reduce drive alone trips by 10% in areas after deployment of Smart Trips program.

Promote bicycling to school (elementary through high school).

Increase bicycle mode share of children commuting to school to 25% by 2020.

Educate 90% of school-aged children about bicycle safety each year.

Conduct safe biking and safe walking encouragement & messaging to school-

Improve safety for all road users through targeted enforcement / educational campaigns

Strengthen efforts to enforce proper motorist and bicyclist behavior and reduce bicyclist-motorist collisions.

aged children.

Provide encouragement and education outreach to all students, parents, and staff at schools served by new or improved bicycle facilities.

Increase compliance each year in the general public with speeding, distraction and impairment laws through integrated enforcement and publicity campaigns.

Increase compliance each year in the general public with the safe passing law through integrated enforcement and publicity campaigns.

Ensure best practice bicycle-related laws are in place.

Evaluate bicycle laws every two years and work with APD and City prosecutors to bring them up to national best practice.

Ensure consistent interpretation and enforcement of bicycle related laws by Austin Police Department

Train 100% of APD law enforcement officers in bicyclist and motorist behavior, laws and bicycle issues in conjunction with the City Bicycle Program.



Sub Goal	Objective	Benchmark (subject to funding allocation)
IMPLEMENTATION		

Strengthen implementation efforts through a five-point implementation program to fulfill goals and objectives of this Plan.

Strengthen and diversify implementation efforts through a five-point implementation program to fulfill goals and objectives of the 2014 Plan.

Evaluate efforts towards the implementation of the Plan every year and include in an annual report.

Educate and engage all

Evaluate education and engagement

relevant internal and external stakeholders to support the goals and implementation of the Plan.

efforts towards the implementation of the Plan every year and include in an annual report.

Create internal alignment across all departments to support the goals and implementation of the Plan.

Evaluate the extent of internal alignment across all departments towards the implementation of the Plan every year and include in an annual report.

Update necessary regulations to support the goals and implementation of the Plan.

Evaluate relevant regulations on the extent of their alignment in support of the implementation of the Plan every year and include in an annual report.

Identify and secure public investment to support the goals and implementation of the Plan.

Fund and partner to complete 50% of the all ages and abilities network by 2020 and 100% by 2025.

Fund and partner to complete the removal of 75% of the top barriers in the bicycle lane network by 2020.

Expand the bicycle share system to 800 bicycles by 2015 and 2,000 bicycles by 2017 through means including partnerships and public funding.

Fund and partner to create a Smart Trips program, an educational and encouragement program to reduce drive alone trips, that reaches 20,000 households a year.

Submit grant applications for all applicable opportunities towards the implementation of the Plan

Evaluate both local and outside funding towards the implementation of the Plan every year and include in an annual report.

Expand Active Transportation

engineering and planning staff to meet needs of Bicycle Plan.

Create partnerships to support the goals and implementation of the Plan.

Create and execute a Bicycle Plan Implementation Charter by 2015 to be signed by all partner public, private, and non-profit organizations that take a stake in the realization and implementation of this Plan.

Review and update the charter and signatories every two years.

Sub Goal	Objective	Benchmark (subject to funding allocation)
Measuring Success		

Periodically monitor implementation progress and update Plan on a regular basis.

Evaluate benchmarks annually, and report them to appropriate City Boards and Commissions.

Complete 10% of Action Items by 2015, 40% by 2020, and 80% by 2030.

Update the Bicycle Plan at least every ten years, with interim updates every five years.

Monitor Austin's progress among peer cities.

Achieve gold level Bicycle Friendly Community designation by the League of American Bicyclists by 2015 and platinum level by 2021.

