



Five E's—Elements for Improvements to Promote Biking/Walking with Safety the 1st Concern

	Bicycle Friendly Community (BFC) (Local Government national recognition)	Bicycle Friendly Business (BFB) (Local business national recognition)	Safe Routes to School (SRTS) (Federal funding program to promote more walking/biking to school)
1. Engineering (infrastructure)	Inventory bike facilities: bike lanes, bike paths, sharrows, signage. Connectivity, dangerous areas. Bike coordinator on staff. Bike parking availability	Secure bike parking (racks/lockers or indoor area), showers/lockers for commuters Connectivity/access of bike facilities to business and on property	Improve sidewalks, crossings, bike paths, bike lanes, connectivity of non-motorized transportation options. Bike parking availability
2. Education	Must have adult & youth cyclist education programs! Also target motorists to drive safely and share road with cyclists. How many bike educators active (LCIs League Cycling Instructors) in community?	Promote safe cycling for your employees with quality education programs Promote personal health and environmental health benefits of cycling. Bike educator on staff	Must include pedestrian and bicycle safety education in school. Promote safer driving near pedestrians/cyclists Promote personal and environmental health benefits of walking/riding
3. Encouragement	Promote and offer fun opportunities and incentives for Bike to Work, Bike Month activities. Host ANNUAL race or bike ride in community. (<u>Criterion, Mtn bike race</u>) Cycling advocacy group	Offer incentives to employees to participate in Bike to Work, Commute by Bike year round (Commuter Tax Incentive) <u>Sponsor/support</u> community efforts (Bike to Work Day, Bike Month-Walk-n-Roll) <u>Sponsor/support</u> annual local bike race/ride Bike/walk up window for customers	Fun opportunities to walk/ride to school. Promote Walking School Buses and Bike Trains for safety and fun Walking Wednesdays or Walk-n-Roll Wednesdays International Walk to School—1st Wed of October every year Set goals, offer incentives for walking
4. Enforcement	Law enforcement liaison to cycling advocacy group. Slowing traffic, adherence to rules of the road for both cyclists and motorists.	Not rated for BFB	Slowing traffic, enforcing laws already in place, cross guards, both cyclists and motorists follow rules, share the road
5. Evaluation	Bike Master Plan Evaluate bike/auto crashes and how to reduce crashes. Identify areas needing most improvement based on community feedback/utilization.	What is being done and where to go in the future: target ridership numbers, have in-house bike coordinator, start loaner bike program, sponsor a cycling team, kid cycling program, etc.	Evaluate program—is it meeting needs, reaching intended audience, targeting the underlying challenge, how can it be improved, what barriers remain?
Advantages	National recognition for community as healthy, innovative, sustainable place to live and work improving economic opportunities, health and environmental quality of life.	National recognition for a business that promotes healthy, sustainable transportation and cycling for fun and fitness.	Targets students to develop healthy, sustainable habits for lifelong health and safety. 100% federally funded grants for infrastructure and education/encouragement programs