

CHAPTER 5: RECOMMENDED PROGRAMS

Improvements to bikeway and trail facilities in Albuquerque should be complemented by programs and activities designed to promote bicycling and trail use. There are many existing efforts to encourage bicycling in Albuquerque, including efforts by local agencies, active community groups, and individual residents. The *Bikeways & Trails Facility Plan* recognizes these efforts and encourages the City and local residents to support, promote, and build upon them.

The following describes current safety, education, outreach, and encouragement efforts related to bicycling and trail use in Albuquerque and presents a menu of recommended new and expanded programs to continue to promote bicycle and trail use.

A. Current Safety, Education & Encouragement Programs

There are many existing efforts to encourage bicycling in Albuquerque, including efforts by local agencies, active community groups, and individual residents. The City, with the support of local bicycling groups, offers a number of valuable materials and programs aimed at bicyclists and trail users. Eight established groups have been identified as being actively involved in bicycle education, outreach and encouragement in the metropolitan area: Greater Albuquerque Bicycle Advisory Committee (GABAC), Greater Albuquerque Regional Trails Committee (GARTC), Bicycle Coalition of New Mexico, BikeABQ, Sandia Bike Commuters Group, Duke City Wheelmen Foundation, New Mexico Touring Society and Women’s Mountain Bike and Tea Society.

This section is organized into two parts:

- City of Albuquerque Current Bicycling & Trail Programs
- Partnerships & Programs to Encourage and Support

1. City of Albuquerque Bicycling & Trail Programs

Printed Materials (Outreach, Education)

The City has several ongoing efforts that support bicycling and trail use including the maintenance of a website dedicated to bicycling and the production of a comprehensive bicycle map.

- City of Albuquerque Metropolitan Albuquerque Bicycle Map: <http://www.cabq.gov/bike/documents/pdfs/2007ABOBikeMap.pdf>
- Bosque Trail Map: <http://www.cabq.gov/openspace/pdf/RGVSP2.pdf>
- Sandia Foothills Trails Map: <http://www.cabq.gov/openspace/pdf/foothillsmmap.pdf>

There is a series of trail user guides that are posted at <http://www.cabq.gov/bike> that map out scenic routes and identify landmarks along the way. Many of the routes primarily rely on trails that provide an experience of the city that is separate from motor vehicles. The City also has a trail etiquette guide titled “Let’s All Share.”

Bicycle Safety Education Program (Education, Encouragement)

The City’s Bicycle/Pedestrian Safety Education Program (BSE Program) began in 1995 with a mission to design and provide for the citizens of the Albuquerque metropolitan area educational activities and information which promote bicycle and pedestrian safety, bicycling and walking as alternative transportation modes, and the health benefits of cycling and walking. The City’s Bicycle Safety Education

Classes are a national model. This program is administratively housed in the Parks & Recreation Department.

A primary objective of the program is to increase the bicycle safety knowledge of Albuquerque Public School elementary Students (4th & 5th grade) through bicycle safety presentations and “bike rodeos”.

Bike Rodeos (Education)

The City of Albuquerque offers 60 – 200 bicycle safety education rodeos annually for elementary school students. Since 1996, the program has hosted over 15,000 bike rodeos. The program is aimed at grades 3, 4, and 5, and the program consists of a presentation for the whole grade level followed by individual classes practicing on a skills course. The Bike Rodeo combines a safety presentation with hands-on bike safety, in which the child rides through a simulated road on a bike. Helmets were distributed to children that participated in bike safety programming. The program brings bikes and all supplies to schools or civic groups.

The League of American Bicyclists (LAB), a national organization, has developed an on-road training curriculum and a series of courses to teach bicycle handling and traffic skills (including Traffic Skills 101, Commuting, Cycling Skills for Kids and more). They certify trainers around the country who may offer these bicycle education sessions. The City offers Traffic Skills 101 classes quarterly. Website: www.cabq.gov/recreation/bicycle.html.

Youth Bicycle Safety Program (Education)

The City offers a free, year round bike safety clinic for youth ages 7-10 teaching children how to “drive” their bike safely through a safety talk and a hands-on experience.

The City of Albuquerque Park and Recreation Department’s Bicycling 101 is a comprehensive class for adults (children 12 or older considered with parents or guardians) certified by the League of American Bicyclists. An Advanced Mechanics Class is also available.

Defensive Driving Class (Education)

The City requires City employees to take a defensive driving class in order to receive an operator’s permit to drive a City vehicle. Half an hour of this class is taught by the Bicycle Safety Education Program with an emphasis on share the road principles. In 3013, an employee from the Parks and Recreation Department spoke at 11 classes, reaching approximately 451 city workers.

Other Ongoing Efforts in 2013 (Education, Outreach, Encouragement)

- Two Bicycle Mechanics classes were offered servicing eight (8) adults. The class is a 7 hour class that provides the participants with a solid background in bike mechanics.
- The BSE Program has performed four (4) Bicycle Commuting Essentials classes since January, with twenty five (25) participants.
- The Share the Road Program remains at four participating schools. The Bicycle Safety Education Program performed twenty nine (29) Share the Road presentations to five hundred fifty nine (559) young people studying to get their driver’s license.
- The Bike Safety E-Newsletter has enjoyed a steady increase in subscribers, with two more issues released, and four hundred seventy eight (478) current subscribers.
- The “Pumped Up!” program, teaching middle and high school youth about flat repair and bicycle traffic safety, reached one hundred fifty two (152) participants.
- Two Cyclocross classes were performed, reaching eighteen (18) participants.

- The BSE Program answered thousands of calls per year relating to bicycling in the metro area, disseminate bike maps and track all bike fatalities.
- The BSE Program purchased 6 new larger size BMX bikes for the bike safety rodeos. For years we have been looking for Chrome BMX bike and finally Chrome has become an option. Painted bike did not survive constant trailering.

It should be a top priority to continue, strengthen and expand these programs. Seeking additional funding and staff capacity will be a key strategy, possibly through grant funding sources or local partners.

Esperanza Community Bike Shop Programs (Education, Encouragement, Outreach)

The Esperanza Community Bike Shop opened its doors to the public on March 8, 2013 with the goal of promoting bicycles as a viable means of transportation, and recreation in and around Albuquerque. The shop provides bicycle-related educational opportunities in a variety of mediums including informal and structured programs.

Esperanza is open to the general public for walk-in repairs. Shop patrons are guided through repairs for everything from flat tires to complete bicycle overhauls. Over the course of nine months, this has been the greatest forum for the shop to serve the general public. From March through October, Esperanza was visited by a total of 1,376 people. This includes 736 youth under the age of 18, 497 adults age 18 and above and 143 visitors who did not disclose their age. During this time frame the shop was open three days per week in the Spring and Fall and four days per week during the summer months.

Volunteers serve an important role at Esperanza. Currently there are three categories of volunteers. There are five mechanical volunteers at Esperanza. These individuals help complete repairs on bikes that belong to customers and contracted organizations as well as bikes being repaired at Esperanza for distribution through educational programming. Two of the current volunteers at Esperanza are organizational volunteers. These individuals help with the constant organizational and part sorting needs at Esperanza. The last category of volunteers is Work-study students. Esperanza partners with several local schools to provide students with work place experience in exchange for school credit. Work-study students enter the program with a variety of skill levels, but all receive formal training as part of the program. Increasing participation in the work-study program is an important goal because it provides long term bicycle education and once the volunteers are trained, they help Esperanza run more smoothly in its day to day operations.

The following text describes some of the services that Esperanza Community Bike Shop offers:

League of American Bicyclists Certified Instructor Training

In 2013, the Adult Bicycle Educator attended the League of American Bicyclists Certified Instructor Training in Atlanta, Ga. This is the only nationally recognized bicycle education program within the United States, and is necessary to complete certification as a League Certified Instructor. Having this certification greatly increased the abilities of the Adult Education Program through classroom training, and practical cycling insight. This training emphasized the teaching of safe cycling practices and road use law to adult cycling groups. The goal of this training is to help the instructor learn to foster an environment where participants feel confident about their ability to treat their bicycle as a vehicle, and to ensure that people on bikes know how to ride safely and legally. The training and certification received through this course was instrumental in the planning of several Esperanza Community Bike Shop programs.

Albuquerque Metropolitan Court Safe Cycling Course

The Esperanza Community Bike Shop's Adult Education Program is currently working with the Albuquerque Metropolitan Court to implement a "Share the Road" bike/motor vehicle education segment into the Aggressive Driver remedial training class that is currently run by the Metro Court. This course segment will cover the rights and responsibilities of both drivers and cyclists, in order to promote a level of understanding between all road users.

Mom's Night Out Bicycle Maintenance Class

In an effort to diversify the clientele of the Esperanza Community Bike Shop Adult Education Program, we have held one Mom's Night Out Bicycle Maintenance Class to date. Although attendance was low (4 participants and 2 volunteers), it is hoped that latter classes will reach a wider audience. Through targeted classes such as this, we believe that we will decrease the perception that cycling is predominantly male activity.

Educational Materials

The Esperanza Community Bike Shop's Adult Education Program has been working on several informational pamphlets which can be distributed through the bike shop or at public events. These materials include an Esperanza Community Bike Shop brochure which explains the adult education opportunities available at the shop, a Bike Lock pamphlet which demonstrates proper use of bicycle locks and strategies to avoid bicycle theft, and several bike maintenance pamphlets which highlight the key points in many repairs. Distribution of these materials is ongoing, and to date approximately 300 copies of bicycle theft prevention and flat tire repair pamphlets have been placed in the hands of the Albuquerque community. Through the use of these materials, the Esperanza Community Bike Shop's Adult Education Program is able to reach a larger audience in the promotion of safe and confident cycling.

Transit Bus Training Rack

The Esperanza Community Bike Shop's Adult Education Program contacted the City of Albuquerque Transit Department about the availability of bike rack such as are used on the front of ABQ Ride City busses. The Transit Department graciously supplied us with a rack. This rack has now been mounted on the wall of the Esperanza Community Bike Shop classroom. Through the use of this rack we are able to train cyclists on the proper loading of their bikes on ABQ Ride busses. This simple training decreases apprehension of multi-modal transportation and increases commuter confidence.

Guaranteed Ride Home Program (Encouragement)

The City's transit provider, ABQ Ride, offers free guaranteed ride home service for residents who commute to work or school by bike, walking, carpooling, vanpooling, or transit at least three times a week. The service is offered within ABQ Ride's bus route service area.

Long-Term Parking Program

The Bicycle Locker Program is intended to provide convenient locations for securely storing bicycles used for commuting to employment destinations, so that alternative modes of transportation can be locally supported and effectively promoted. Lockers are presently located in close proximity to various downtown government centers and adjacent to approximately thirty or more other public facilities and related private businesses scattered around the metropolitan Albuquerque area.

This federally-funded program has existed for many years; much like federal funding that has been allocated for existing and new on-street bicycle lanes and trails. Administration of the program is

performed by the City’s Bicycle Coordinator within the Department of Municipal Development (768-2680 and on the City’s website), which is also a federally-funded position. The Bicycle Coordinator receives new and manages existing written agreements submitted by individual bicycle commuters, who in exchange receive a locker key and agree to store only a bicycle within the locker at a prearranged location for a specific term. Review of lockers and their active files are performed by the Bicycle Coordinator on a periodic basis in order to minimize the potential for misuse.

The City currently manages around 300 bicycle lockers. The locations for these lockers come from request by individuals and employers. Major employers that have taken advantage of the bike locker program include Intel, Honeywell and the University of New Mexico. The purpose of this program is to provide secure bicycle parking to encourage bicycle commuting.

Bicycle Friendly Community Certification

The League of American Bicyclist/Bicycle Friendly Community Program (BFC) provides incentives, hands-on assistance and award recognition for communities that actively support bicycling. A Bicycle Friendly Community welcomes cyclists by providing safe accommodation for cycling and encouraging people to bike for transportation and recreation. In 2005 the City of Albuquerque was awarded the Bronze level recognition and is one of three cities in New Mexico recognized as a Bicycle Friendly Community (Santa Fe—Silver, Las Cruces—Bronze). We maintain the Bronze standing as of 2014.

The Bikeway Coordinator is responsible for preparing and submitting application for this award along with community input and assistance from local advocacy groups. The application is an audit of the five E’s: Engineering, education, encouragement, enforcement, and evaluation efforts in the city. This comprehensive inquiry is designed to yield a holistic picture of the community’s work to promote bicycling. The application also helps to identify areas that Albuquerque can improve upon, or begin collecting data to improve our standing in future years.

2. Partnerships & Programs to Encourage and Support

Local bicycling groups and state-sponsored programs offer a number of valuable materials and programs aimed at bicyclists and trail users. It is recommended that the following efforts continue to be provided to Albuquerque area residents. Where possible, these programs should be expanded in their scope to offer additional services and/or reach more residents.

Existing Committees, Organizations, Clubs, and Teams

Greater Albuquerque Bicycle Advisory Committee (GABAC) and Greater Albuquerque Regional Trails Committee (GARTC)

The City of Albuquerque has both a Bicycle Advisory Committee and a Regional Trails Committee that meet to address the needs of bicyclists and trail users in the Albuquerque area.

Bike ABQ

This non-profit bicycle advocacy group organizes bicycle education, encouragement, and enforcements programs for Albuquerque, in addition to advocating for infrastructure improvements. The organization hosts Bicycling 101 and Bicycle Mechanic classes, helps organize annual Bike to Work Day events and other bicycling events, and offers resources for bicyclists.

Bicycle Coalition of New Mexico

This statewide bicycling organization provides bicycle safety education classes, events, and other resources for bicyclists. Website: www.bikenm.org/.

Sandia Bike Commuters Group (SBCG)

This bicycle commuter support group was formed in 1995 for employees of Sandia National Labs, a major area employer with about 8,500 employees, at Kirtland Air Force Base. About 600 employees are on the mailing list for the SBCG, by which they receive event updates and other supportive communications. Members can also add content to the group's website, which contains many resources for bicyclists such as information on safety, gear, and facilities. The group estimates that about 200 employees commute by bicycle regularly. The group also hosts a Bike to Work Day event annually and offers a Bike Buddy program for employees.

Duke City Wheelmen Foundation

This local racing team hosts memorial rides and bicycle rides to highlight bicyclist visibility. Website: www.dukecitywheelmen.org/.

New Mexico Touring Society

The New Mexico Touring Society (NMTS) is a recreational bicycling club. The group holds numerous weekly rides and helps organize local bicycling programs, such as Bike to Work Day and valet bike parking at local events. The NMTS website also offers resources and information for existing and potential bicyclists. Website: www.nmts.org/.

Women's Mountain Bike and Tea Society (WOMBATS), New Mexico Chapter

WOMBATS is a women's mountain biking group in New Mexico. The group offers rides, classes, and other mountain biking activities and resources specifically for women.

MRCOG's Job Access Reverse Commute Program (Education)

The Mid-Region Council of Governments Job Access Reverse Commute (JARC) program provides many transportation benefits to lower income working individuals within the local area. Esperanza Community Bike Shop's Adult Education program has partnered with the Mid-Region Council of Governments to provide safe cycling training and a refurbished bicycle to interested individuals within the JARC program.

A trial run of the JARC Bike Safety class was held on October 29th, with 5 representatives of the Mid-Region Council of Governments and 2 Parks and Recreation personal in attendance. We are currently finalizing the Memorandum of Understanding between the City of Albuquerque and the Mid-Region Council of Governments, and expect to be running a full schedule of JARC Bike Safety classes shortly.

Safe Routes to School (Evaluation, Engineering, Education, Encouragement, Enforcement)

Expanding the existing New Mexico Safe Routes to School program will offer great benefits to children's health and safety. The statewide Safe Routes to School program, run by the New Mexico Department of Transportation, offers funding assistance for developing an action plan, implementing infrastructure projects and offering non-infrastructure projects.

It should be noted that funding for this program is currently on hold pending Congressional reauthorization of the federal transportation bill. The City should track availability of statewide funding and consider it a priority to apply for funding when the application process is re-opened. The City could also connect with APS for more general outreach and promotion to get students and teachers interested and educated about bicycling.

“Share the Road” Public Service Announcements (Education)

This BikeABQ campaign increased awareness through eight public service announcements that were broadcasted on local television in 2009. The videos are currently available on YouTube. Website: www.youtube.com/user/bikeabq.

A local advocate, Olev Rapido, also coordinated a Share the Road campaign by distributing bumper stickers with bicycle friendly messages. The stickers feature messages such as “Share the Road” and “5 Feet to Pass: It’s the Law.” Bumper stickers have been made available at area bicycle shops, sports stores, and Whole Foods Market. Website: www.bicyclenm.net/OlevRapido/AwarenessInitiative/index.html.

Valet Bike Parking (Encouragement!)

Recently the City has experimented with Valet Bicycle Parking during special events that attract people traveling to the event by bicycle. For example, at the 2009 Albuquerque International Balloon Fiesta approximately 200 secure bicycle parking spaces were available. The valet parking area was conveniently located next to a multi-use trail that connects the North Diversion Trail to the nearby balloon launching fields. At peak use times the parking area was at full capacity.

Valet bike parking is offered at the Balloon Fiesta and Freedom Fourth as a joint effort of the New Mexico Touring Society, BikeABQ, the City, and the event organizers.

Adult education at Esperanza Community Bike Shop came into full swing with the 2013 City of Albuquerque’s Freedom Fourth Celebration at Balloon Fiesta Park. It was decided that a bike valet should be provided for this July 4th event as a way to promote cycling within the City and to help with traffic and parking congestion. Over the course of the event, 278 bicycles were safely stored for the public; including several tandems, child trailers, and child seats. This shows an interest in bicycle transportation for among families, and demonstrates the feasibility of bicycle use with young children.

With the assumption that the people in attendance at this event were averaging 2 individuals per car, the Bike Valet at the Freedom Fourth removed 139 cars from the traffic flow around Balloon Fiesta Park, and greatly decreased traffic and parking congestion. The turnout and use of the Bike Valet greatly exceeded our expectations for this event, showing the potential for the growth of transportation and utility cycling within the City of Albuquerque.

Due to the volume of positive public feedback received concerning the Freedom Fourth Bike Valet, the decision was made to continue to provide bike valet services at City events throughout the summer. These bike valets were primarily held at the City of Albuquerque’s Summerfest street parties, where use of the service ranged from 21 bicycles to 78 bicycles per event. The social atmosphere at these events also fostered a sense of conversation in which the staff and volunteers of the bike valet were able to discuss safe cycling and general cycling topics as well as distribute educational materials with many interested members of the public. The staff at these events also distributed bicycle lights to cyclists without proper bicycle lighting; this was also very well received by the public and reinforced the City’s goal of increasing the number of responsible cyclists on our roads.

Listed below are the public use numbers of the Bike Valets conducted in 2013:

- Freedom Fourth – 278 Bicycles (139 cars off of the road)
- Nob Hill Summerfest – 78 Bicycles (39 cars off of the road)
- Downtown Summerfest – 64 Bicycles (32 cars off of the road)
- Westside Summerfest – 26 Bicycles (13 cars off of the road)

- Old Town Salsa Fiesta – 21 Bicycles (10 cars off of the road)
- Montessori on the Rio Grande Harvest Fest – 23 Bicycles (11 cars off of the road)

Through the use of the Bicycle Education Grant; mobile bicycle racks, banners, and shade tents have been purchased to improve the overall level of service for the patrons of these bike valets within the Albuquerque Metropolitan area. This service continues to promote the use of the bicycle as a viable transportation option. The City and partners should continue this popular service at public events.

Bike-to-Work Day (Outreach)

Local bicycling groups, with the support of the City of Albuquerque, host Bike-to-Work Day annually. The 2010 event featured eight commuter stations near major employment areas with breakfast, giveaways such as water bottles and patch kits, prize raffles and a “Bike Buddy” component where beginner bicyclists can ride with more experienced bicyclists. The Bike Buddy program is available on an ongoing basis but is primarily promoted through the Bike-to-Work Day promotion.

The City and other event partners (such as BikeABQ) should continue to support the event at the same level, and if possible expand the event to include components such as such as a commute ride to or from City Hall with the Mayor/City Council, commute classes, bike commute challenge contests and celebratory events.

Driver Education (Education)

Three independent driving schools have signed up for the City’s Share the Road presentations. This presentation lasts approximately one hour and teaches new motorists their responsibilities toward cyclists. It also teaches the new motorists the rights and responsibilities for cyclists. The interactions and questions from the new drivers have been priceless.

Albuquerque Community Bike Recycling Program (Encouragement)

This local non-profit volunteer group recycles bicycles by accepting donated parts and bicycles, rebuilding them into working bicycles and donating those bikes to children and adults in need in Albuquerque. The group also hosts bicycle safety and repair demonstrations to public schools and adult groups. Website: www.communitybikerecycling.org/.

2010 National and New Mexico Bicycle Rally (Encouragement)

This national event was held in Albuquerque on June 3 - 6, 2010 and featured classes, rides, guest speakers and a film. The national event kicked off the first state bike rally in New Mexico. The Bike Coalition of New Mexico plans to hold annual state bike rallies in the future.

University of New Mexico Bicycle Programs (Encouragement)

The University of New Mexico offers many services for bicyclists on campus, including students, faculty, and staff. The campus features many racks and 50 bike lockers, as well as a bike shop, which offers bicycle repair, maintenance, and rental bikes for recreation. Campus-suggested bike route maps are published as part of parking and transportation information, and maps of bicycle racks and lockers are available online.

The Parking and Transportation Services Department also offers a bike sharing program to campus departments. Ten bikes are loaned out to 10 departments on an annual basis for work- or university-related use. In addition to the bike, the department receives appropriate gear and bicycle safety education and agrees to store the bike indoors.

In addition to a campus bike parking map, the University's bicycle program website offers free bike registration, a guide to bicycle security, bicycling safety and maintenance tips and links to other resources. Website: www.pats.unm.edu/bike_it.cfm.

Group Rides (Encouragement)

Various bicycling groups in Albuquerque host group road and trail rides, such as Farmers Market tours and the Ride of Silence to honor bicyclists killed and injured in crashes, charity rides, etc. The BikeABQ blog promotes these community rides.

Bicycle Events (Encouragement)

Throughout the year, there are numerous bicycling events held. These include races, skills competitions, and bike polo events, to name a few. These events are tracked through some community calendars, such as www.nmcycling.org, www.usacycling.org, and www.bikehubnm.com. There are also Facebook pages that have been created to promote these events, such as the Critical Mass Albuquerque and Duke City Classic pages.

Ghost Bike Memorials (Education)

"Ghost bikes" are roadside memorials that commemorate the location a cyclist was killed. They are bicycles painted white, typically decorated with flowers and other personal items or notes to recognize the individual. It has been argued that these installations fall under the 2007 State law that outlaws the desecration of roadside memorials, or *descansos*.

B. New Programs to Expand or Initiate

It must be stressed here that the City currently does not have the resources to expand upon the current offering of programs and projects that are currently ongoing. However, in the future, additional funding or staff resources may be allocated to develop some of the recommended programs below. Additionally, some of these programs could be initiated by community-based groups with targeted City support.

Launch Parties for New Bikeways (Promotion)

The recommendation to host Launch Parties for New Bikeways should be implemented in coordination with bikeway implementation projects. It is a low-cost strategy that publicizes new facilities and builds public awareness of bicycling. As a low-cost/high-benefit program, it should become part of the City's standard bikeway implementation procedure.

Coordinate Enforcement Actions (Education & Enforcement)

Enforcement actions can include motor vehicle speed enforcement, speed reader board deployment, bicycle light enforcement, trail crossing enforcement, and other actions.

Speeding vehicles endanger cyclists and discourage cycling. Targeted speed enforcement activities can address both of these issues. Law enforcement agencies can enforce speed limits on designated bikeways, near schools, and in response to bicyclist complaints. These campaigns are ideal for a Safe Routes to School Program. A speed reader board request program will deploy speed reader boards at the request of neighborhood associations and schools. The boards should be mounted temporarily (e.g. for two weeks) and then be moved to another location to keep motorists from becoming inured to the speed reader board effect.

A bike light enforcement program can issue "fix-it" tickets or warnings to bicyclists without lights and distribute safety brochures. The actual installation of free lights on the spot is a common alternative

where everybody wins. The City should continue and consider expanding its bike light giveaway program.

For enforcement, all efforts will need to be coordinated with the Albuquerque Police Department (APD). The City should enter into discussions with the APD and seek to jointly agree to proceed with Law Enforcement Education trainings and Community Enforcement Actions (such as targeted speed enforcement near schools, speed reader board deployment, bicycle light giveaways, etc.). Several APD officers have already worked with GABAC and the City on bicycle and trails enforcement issues, so it is suggested that the City initiate contact through these officers.

Launch a Unified Share the Road Campaign (Awareness)

A marketing campaign that highlights bicyclists' safety is an important part of creating awareness of bicycling. This type of campaign is an effective way to reach the general public and reinforce other education and outreach messages. It is recommended that the City create a unified safety campaign building off of existing work by BikeABQ and the BSE Program, placing safety messages near high-traffic corridors (e.g., on billboards, in bus shelters, and in print publications).

A well-produced safety campaign will be memorable and effective. One stellar example is the Sonoma County Transit "You've got a friend who bikes!" campaign. It combines compelling ads with an easy to-use website focused at motorists and bicyclists. This type of campaign is particularly effective when kicked off in conjunction with Bike to Work Day in May or back to school in the fall.

A media partner should be identified who could donate ad space/time and a steering committee formed to develop messages and a campaign strategy. A professional graphic design and/or marketing firm would be able to elevate the effectiveness of the campaign.

Launch a Share the Trail Campaign (Awareness)

Conflicts between trail users can be a major issue on popular, well-used trail systems like the Bosque Trail. Some communities have launched successful "share the trail" events to help educate users about safety and courtesy. Share the Trail campaigns can be run by agencies, nonprofits, or any user group (equestrian, hikers, etc.). These programs educate users about expected behavior and how to limit conflicts. Volunteers often give out brochures and engage with users in a non-confrontational way. Volunteers can also report back to trail agencies about trail damage, erosion, or vandalism. Media outreach should be included as well. Common strategies include a bicycle bell giveaway, handing out maps and information, posting signs, tabling, and 'stings' that reward good behavior.

Apply to Become a Silver-Level Bicycle Friendly Community (Promotion)

The League of American Bicyclist/Bicycle Friendly Community Program (BFC) provides incentives, hands-on assistance and award recognition for communities that actively support bicycling. A Bicycle Friendly Community welcomes cyclists by providing safe accommodation for cycling and encouraging people to bike for transportation and recreation. In 2005 the City of Albuquerque was awarded the Bronze level recognition and is one of three cities in New Mexico recognized as a Bicycle Friendly Community (Santa Fe—Silver, Las Cruces—Bronze).

The City's Engineering Group is responsible for preparing and submitting application for this award along with community input and assistance from local advocacy groups. The application is an audit of the five E's: Engineering, education, encouragement, enforcement, and evaluation efforts in the City. This comprehensive inquiry is designed to yield a holistic picture of the community's work to promote bicycling. There are two application deadlines per year: one in February and the other in July. To assist

with completing the BFC application, a BFC checklist was developed and is located on Appendix H of the plan.

Family-Oriented Bicycling and Trail Use Programs (Promotion, Outreach)

Family bicycling/trail programs help parents figure out how to safely transport children by bicycle and help children learn bicycling skills. The format can vary. Some events are panel discussions or workshops; others are open-house style events (e.g. at a park or on a trail) or activities at larger local events, such as the New Mexico State Fair. Activities may include:

- Training for children on how to ride a bicycle without training wheels
- Bicycle skills/safety course for children (e.g. rodeo)
- Information about options to transport children (e.g. trailers, cargo bicycles, child seats, family tandems) and the opportunity to test ride these devices
- Group ride or parade (possibly with bicycle decorating station)
- Bicycle safety check
- Basic bike maintenance course
- Distribution of bicycling maps & brochures

Several family-oriented outreach programs are recommended, including a Summer Streets Car-Free Street Event, a Bike to Parks Program, and a Mountain Biking Program. These all should be seen as medium-priority actions and the City should select which program they would like to focus on first. A *Share the Trail Campaign* is not a first-tier priority, but may be implemented sooner if a community group like BikeABQ is willing to take primary responsibility for it.

Summer Car-Free Street Events (Encouragement)

These programs have many names: Summer Streets, Sunday Parkways, Ciclovias, or Sunday Streets. Summer Streets are periodic street closures (usually on Sundays) that create a temporary park that is open to the public for walking, bicycling, dancing, hula hooping, roller skating, etc. They have been very successful internationally and are rapidly becoming popular in the United States. They promote health by creating a safe and attractive space for physical activity and social contact, and are cost-effective compared to the cost of building new parks for the same purpose. These events can be weekly events or onetime events, and are generally very popular and well-attended. Summer Streets events also often included guided rides and walks with themes, such as walks for seniors, women's or family rides, or bike rides with the Mayor/City Council.

Bike to Parks Program (Promotion)

Encouraging bicycling on trails and to parks is a great way to increase community health, decrease motor vehicle congestion and parking issues at parks and maximize the use of public resources. A "bike to parks" program will distribute information about how and why to bike to parks. Elements may include:

- Distributing route information through maps, brochures, and online outreach
- Guided rides on trails and to parks
- Information kiosks
- Improved bicycle parking at trailheads and parks
- Outreach to existing groups (e.g., BikeABQ, senior and youth groups, schools/SRTS, etc.)

Mountain Biking Program (Encouragement)

A program to encourage mountain biking for adults and/or children can include safety education, skills training, group rides, and events. For example, the program can host introductory clinics to teach mountain biking skills and techniques.

Temporary riding courses can be set up at events, such as a Summer Streets car-free event, or a permanent course can be built. Class based courses could also be offered. The Share the Trail program in Marin County, CA hosts workshops and group rides and provides safety and wayfinding information to mountain bikers.

Provide Driver Education Related to Bicycling (Education)

Improving driver awareness of bicyclists helps to make a safer and more comfortable road environment for bicycling. Outreach through Drivers Ed classes is a good way to reach beginning drivers, while a diversion class can be offered to first-time offender violations that endanger bicyclists.

A Driver Diversion Class can be aimed at motorists and bicyclists. In lieu of a citation and/or fine, individuals can take a one-time, free or inexpensive class instead. In Marin County, interested citizens can take the class even if they did not receive a ticket. This program is a good way to educate road users about bicycle rights and responsibilities, and can also increase public acceptance of enforcement actions.

Developing a Driver Diversion Class will be a longer-term effort, as they will require coordination with many community partners. The Diversion Class will require the support and participation of local courts, and working with lawyers, traffic safety professionals and educators to prepare the curriculum will help the program launch on a firm footing. This program may need start-up funding to develop the course, but it should be self-sustaining on a long-term basis as the fee for participation can be set to cover the costs of the program.

Perform Annual Bicycle and Trail Counts (Data Collection)

Many jurisdictions, including the City of Albuquerque, do not perform regular bicycle or trail counts. As a result, they do not have a mechanism for tracking bicycle or trail use trends over time, or for evaluating the impact of projects, policies, and programs.

It is recommended that the City perform and/or coordinate annual counts of bicyclists and trail users according to national practices. The National Bicycle and Pedestrian Documentation Project has developed a recommended methodology, survey, count, and reporting forms and this approach may be modified to serve the needs and interests of individual jurisdictions.

The City should take the lead role in standardizing a regional approach to counts and surveys. City staff may perform the counts themselves, or assist local groups or volunteers in performing the counts. The City of Albuquerque should also handle tracking, analysis, and reporting. The *Bikeways & Trails Facility Plan* established baseline counts at approximately 40 locations for morning and afternoon peak times. The locations of these initial counts should be considered for annual counts.

Bicycle Rack Program (Promotion)

It is recommended that the City develop and implement a Bicycle Rack Program that, similar to its Bicycle Locker Program, distributes racks across the city through a request system. By working with interested land owners to supplement the existing supply of bicycle parking, the City would effectively increase both the quantity and quality of bicycle parking throughout Albuquerque. The City can utilize preferred rack designs and ensure proper rack placement following the bike parking guidelines laid out in existing code or the *Bikeways & Trails Facility Plan*. The program should provide assistance in the

location, design and funding of bicycle racks to stimulate retrofitting short-term bicycle parking in the existing system.

Consider placement of enhanced bicycle facilities (e.g., a bicycle depot) at key transit exchanges, such as the Alvarado Transit Center, if demand analysis indicates adequate potential for facility use. Finally, and for a similar reason as above, the City should also provide guidance on the different types of bicycle racks, as rack types vary in their functionality.

Promote Increased Awareness of End-of-Trip Facilities (Promotion)

The City could raise awareness of the benefits of short- and long-term bicycle parking and end-of-trip facilities to developers, owners and managers of privately-owned commercial properties. The 2010 report, *Bike Corrals: Local Business Impacts, Benefits and Attitudes*, found widespread support for bike corrals from local businesses. “The Employer Guide to Bicycle Commuting: Establishing a Bike-Friendly Workplace for your Baltimore Region Employees” is a good example of information that the City could make available to employers interested in encouraging cycling to work. The document compares the initial cost of 12 automobile parking spaces (\$40,000 to \$100,000 USD) to the cost of 12 bike rack spaces and one automobile space (\$4,600 to \$9,600 USD). This program should also provide guidance on the design and placement of these facilities.

Provide Incentives for End-of-Trip Facilities (Encouragement)

There are a number of incentives that can be used to encourage improved bicycle parking and end-of-trip facilities. These include:

- Providing motor vehicle parking relaxations where bicycle parking is provided beyond the minimum requirements.
- Providing motor vehicle parking relaxations where complete end-of-trip facilities are provided (i.e., long- and short-term parking, coupled with showers, washrooms and clothing lockers).
- In space-constrained applications, such as the redevelopment of an existing building, allow for the conversion of motor vehicle parking spaces into long-term bicycle parking to meet the bylaw requirement (typically five bicycle parking spaces can be achieved per motor vehicle parking space).
- Extending or introducing payment-in-lieu-of-parking programs to allow funds to be collected in-lieu of vehicle parking and placed in a sustainable transportation infrastructure fund to finance active transportation projects, which may include a centralized bicycle parking and end-of-trip facility (e.g., a bike station). Note: This should not replace bicycle parking and end-of-trip facility requirements.

Other Trends in Bicycle & Trail Planning

The City Bicycle and Trail Coordinator(s) should stay abreast of current trends and the state of the practice for encouraging and promoting bicycle and trail use. Some of the current concepts that could be considered include:

- Bike Share Programs
- Bicycle Friendly Business Districts
- Zone code amendments to support bicycle culture

As staff time, funding, and local priorities dictate, the bicycle and trail coordinators should consider the local applications of these national trends.