

APPENDIX D



APPENDIX D.

Proposed Programs

This appendix presents the recommended bicycle-related programs for the City of Berkeley. The recommendations are organized in four E's:

- **Education** programs are designed to improve safety and awareness. They can include programs that teach students how to safely ride or teach drivers to expect bicyclists. They may also include brochures, posters, or other information that targets bicyclists or drivers.
- **Encouragement** programs provide incentives and support to help people leave their car at home and try biking instead.
- **Enforcement** programs enforce legal and respectful bicycling and driving. They include a variety of tactics, ranging from police enforcement to neighborhood signage campaigns.
- **Evaluation** programs are an important component of any investment. They help measure success at meeting the goals of this plan and to identify adjustments that may be necessary.

It is recommended that Berkeley continue the existing bicycle-related programs described in Chapter 3: Existing Conditions. Bicycle education, encouragement, evaluation, and enforcement programs are an integral part of a bicycle-friendly city.

D.1. EDUCATION

D.1.1. Bike Rental Sidewalk Safety Brochure and Form

Berkeley sidewalks tend to be too narrow to accommodate bicyclists and walkers at the same time. Residents and community members who already bicycle may know that the City Municipal Code requires that bicycles be walked on the sidewalk or ridden on the street, but visitors and new bicyclists may not be aware of this.

RECOMMENDATION

This Plan recommends the City develop an informational brochure for bicycle merchants to give to their customers on the rules of riding a bicycle in Berkeley. Additionally, a form can be developed to be given out by bicycle-rental merchants for their customers to read and sign after reading the brochure and prior to renting a bicycle.

*This supports Goal 1: Safety First (from Chapter 2: Goals and Policies).

D.1.2. Law Enforcement Education

Frequently, new laws are passed nationwide and in California that directly impact bicyclist safety. Sometimes, information about these laws may not be clearly conveyed to law enforcement officials, so violators may not be cited for their transgression.

RECOMMENDATION

When a new law is passed regarding bicycle safety, this Plan recommends the City work with law enforcement to ensure that officers fully understand the new laws and will work to ticket or warn violators.

*This supports Goal 1: Safety First (from Chapter 2: Goals and Policies).

D.1.1. Sidewalk Safety Campaign

Berkeley sidewalks tend to be too narrow to accommodate bicyclists and walkers at the same time. Residents and community members who already bicycle may know that the City Municipal Code requires that bicycles be walked on the sidewalk or ridden on the street, but visitors and new bicyclists may not be aware of this.

RECOMMENDATION

It is recommended the City work with local merchants and UC Berkeley to develop and hang posters that encourage bicyclists to ride on the street instead of the sidewalks.

*This supports Goal 1: Safety First (from Chapter 2: Goals and Policies).

D.2. ENCOURAGEMENT

D.2.1. Bicycle Friendly Community

The League of American Bicyclists recognizes communities that improve bicycling conditions through education, encouragement, enforcement, and evaluation programs. Communities can achieve diamond, platinum, gold, silver, or bronze status, or an honorary mention. Bicycle friendliness can indicate that a community is healthy and vibrant. Like good schools and attractive downtowns, bicycle friendliness can increase property values, spur business growth, and increase tourism.

RECOMMENDATION

This Plan recommends the City apply for a Bicycle Friendly Community designation after implementation of the priority projects identified in this Plan. This Plan is a valuable resource for completing the LAB application efficiently.

More information and application steps:

<http://www.bikeleague.org/programs/bicyclefriendlyamerica/communities/>

*This supports Goal 2: Strength in Numbers (from Chapter 2: Goals and Policies).

D.2.2. Bike Share Program

Bike share is a 24-hour personalized public transportation system designed for short, one-way trips by bike. In 2015, the City partnered with Metropolitan Transportation Commission and Bay Area Motivate to launch the regional bike share system, called Bay Area Bike Share, in Berkeley in 2016/2017. Berkeley will have 400 bikes and up to 37 stations placed in dense, geographically diverse, mixed use areas of Berkeley. The regional bike share system, owned and operated by Bay Area Motivate will also include the Cities of Emeryville, Oakland, San Francisco and San José.

Since the bike share launch and infrastructure is at no-cost to taxpayers, it is important for the City to leverage this free regional public transportation system to meet goals and measures listed in this Plan.

More information:

<http://www.bayareabikeshare.com/>.

RECOMMENDATION

It is recommended to evaluate ridership levels 18 months after implementation. If necessary, move station locations to better serve users. Expand to over 500 bicycles and 50 stations by 2020.

*This supports Goal 2: Strength in Numbers (from Chapter 2: Goals and Policies).

D.3. EVALUATION

D.3.1. Legislation Review

The City of Berkeley has passed many laws and policies since it became an official city in 1909. As such, many of these laws may be out of date or do not comply with newer laws regarding bicyclist safety.

RECOMMENDATION

This Plan recommends that the City review current legislation to determine whether new legislation is needed to further protect bicyclists and other vulnerable roadway users.

*This supports Goal 1: Safety First (from Chapter 2: Goals and Policies).

D.3.2. Bicycle Counts

Conducting regular citywide bike counts can be an important source of information on non-commuting bicycle trips. Regular count data can also help the City track annual trends in bicycle travel and measure the impact of newly built parts of the bikeway network. Counts should be conducted in accordance with the National Bicycle & Pedestrian Documentation Project.

RECOMMENDATION

This Plan recommends the City conduct semi-annual bike counts throughout Berkeley. If possible, the City should seek a partnership with BikeEastBay or UC Berkeley students when conducting counts to defray costs. Count locations should be determined in collaboration with BikeEastBay and major employers to ensure the likeliest routes for bicycle use are incorporated. Prioritizing count locations

where bicycle infrastructure is planned for future implementation can establish a baseline for bicycle travel and allow for accurate measurement of project impacts over time.

*This supports Goal 2: Strength in Numbers (from Chapter 2: Goals and Policies).

D.3.3. Annual Collision Data Review

Reviewing bicycle and pedestrian related collisions and near-misses on an annual basis can help the City identify challenging intersections or corridors. This review should include an assessment of the existing infrastructure to determine whether improvements can be made to reduce the number of collisions in the community.

RECOMMENDATION

This Plan recommends the City and Berkeley Police Department review bicycle and pedestrian related collision data on an annual basis to identify needed improvements.

*This supports Goal 1: Safety First (from Chapter 2: Goals and Policies).

D.4. ENFORCEMENT

D.4.1. Vision Zero Targeted Enforcement

Cities that adopt Vision Zero policies, such as San Francisco and San José, have adopted corresponding enforcement goals targeting the vehicle code infractions most likely to result in injury collisions or fatalities. Law enforcement officers are then tasked with the goal of a certain percentage of their traffic stops be related to these high-risk infractions.

RECOMMENDATION

This Plan recommends that, if a Vision Zero policy is adopted, the City coordinate with the Berkeley Police Department to implement targeted enforcement within the City of Berkeley. Targeted enforcement goals will be determined following comprehensive study of historical and annual collision data in Berkeley.

*This supports Goal 1: Safety First (from Chapter 2: Goals and Policies).

D.4.2. Revision of E-Bike Regulations

New legislation in California at the state level has provided new guidance for the operation of electric bicycles, while still providing latitude for local jurisdictions to more closely regulate their operations. As electric bicycle use grows, it will be important to craft regulations meeting the needs of Berkeley's residents.

RECOMMENDATION

This Plan recommends the City of Berkeley work with the Berkeley Police Department and Alameda County to adopt e-bike regulations for their use in Berkeley.

*This supports Goal 2: Strength in Numbers (from Chapter 2: Goals and Policies).