

# Peterborough Summit

*October 4, 2014*

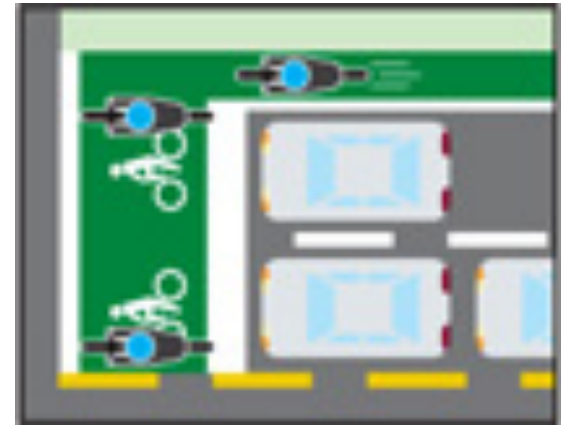
*Biking is for  
everyone.*

*How to make the  
Peterborough region  
more bike friendly.*



# DCA

## *Bikes/Cities/Strategies*





WISCONSIN  
**BIKE FED**

# What I always wanted to be called

- German cities: “Lord Mayor”
- Canadian cities: “Your Worship”
- Professor, UW
- German + Canadian+ Academic = “Your Worship Professor Lord Mayor Dave”





## Wisconsin







## Two points.

- *Active transportation is about freedom.*
- *A good city for biking is a good city for everybody.*

# What are “complete streets”?

A concept that refers to transportation facilities that accommodate cars, transit, bikes & pedestrians in a way that makes their use safe, efficient and pleasant for all.





# *In*complete Streets = The Unbikable & Unlikable Landscape



# Complete Streets = Complete Freedom



# Why active transportation/complete streets is good for everybody

- Less wear & tear on roads
- Less pressure for expensive parking
- Keeps more money in the local economy
- Marks your community as a creative place
- Increases property values and property tax proceeds
- Contributes to economic development

# Complete Streets = Increased Tax Base

## The Embarcadero

- Double-decker freeway built in SF in 1958
- Cut off part of downtown from the Bay
- Demolished after 1989 earthquake
- *Redevelopment tripled property values!*

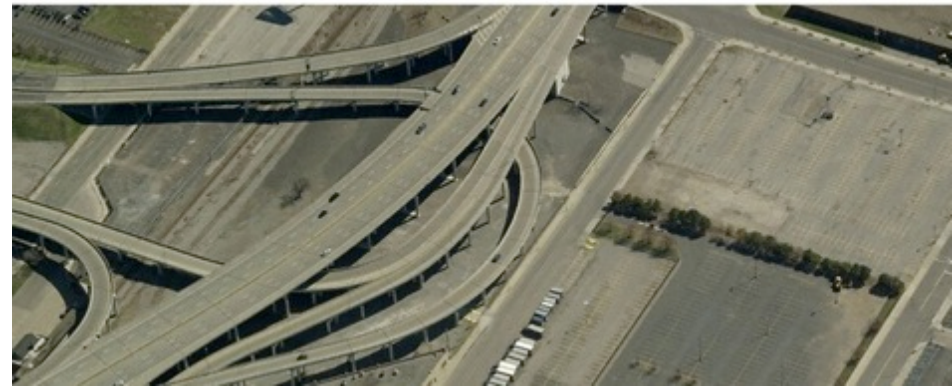
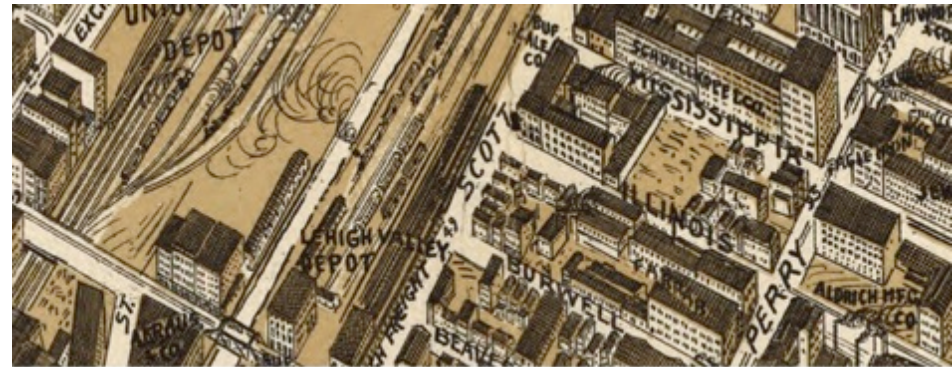




# Complete Streets = Increased Tax Base

- Freeways are single use facilities
- They're tax exempt & they provide no value along them
- In fact, they just facilitate disconnection with suburbs
- They simplify the city & simplification makes any living organism (which a city is) weaker

Buffalo 1902 & 2011





# Comparison of Values

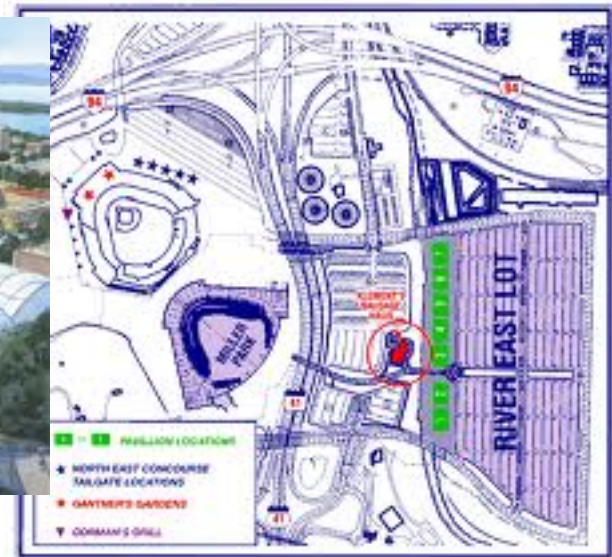
**Parking lots: \$3/sq ft**

**Residential: \$15/sq ft**

**Commercial: \$50 - \$100 sq/ft**



# Complete Streets = Complete Economies



Parking lots, congestion & values, a case study.  
What if Camp Randall had a parking lot  
the size of Miller Park?





# Loss of more than \$50 million in property values



# If 10% of East Towne & West Towne parking lots were developed

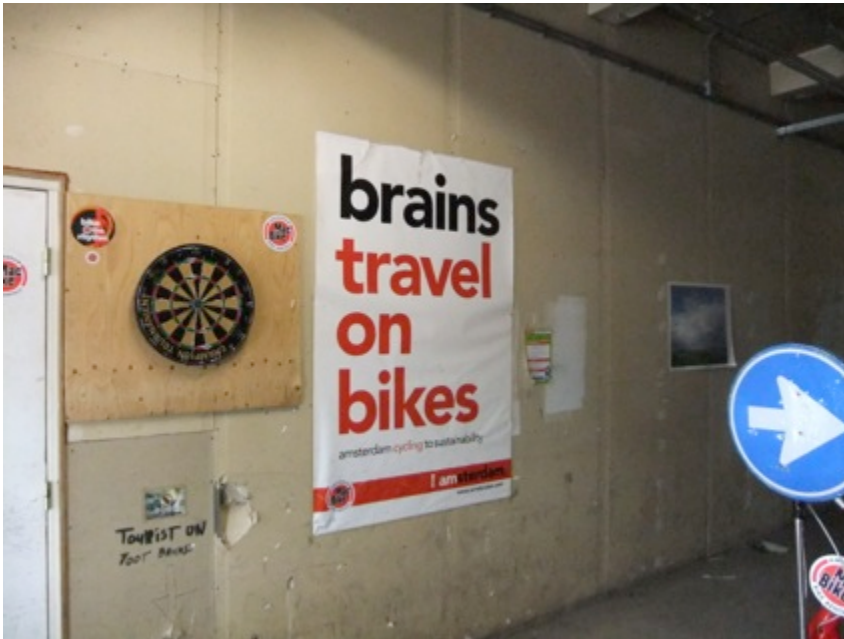
## Increased annual tax revenues

- City of Madison + \$835,000
- Dane County + \$292,000
- Schools + \$1,250,000





# Complete Streets Attract New Workers



# How to promote active transportation & complete streets



# Friendly Competition

- Platinum: Davis
- Gold: Madison
- Silver: Hamilton
- Bronze: Akron





# I want to be platinum!!!





**City of Madison, Wisconsin  
Mayor's Platinum Bicycling Committee Report**

# **Making Madison The Best Place in the Country to Bicycle**

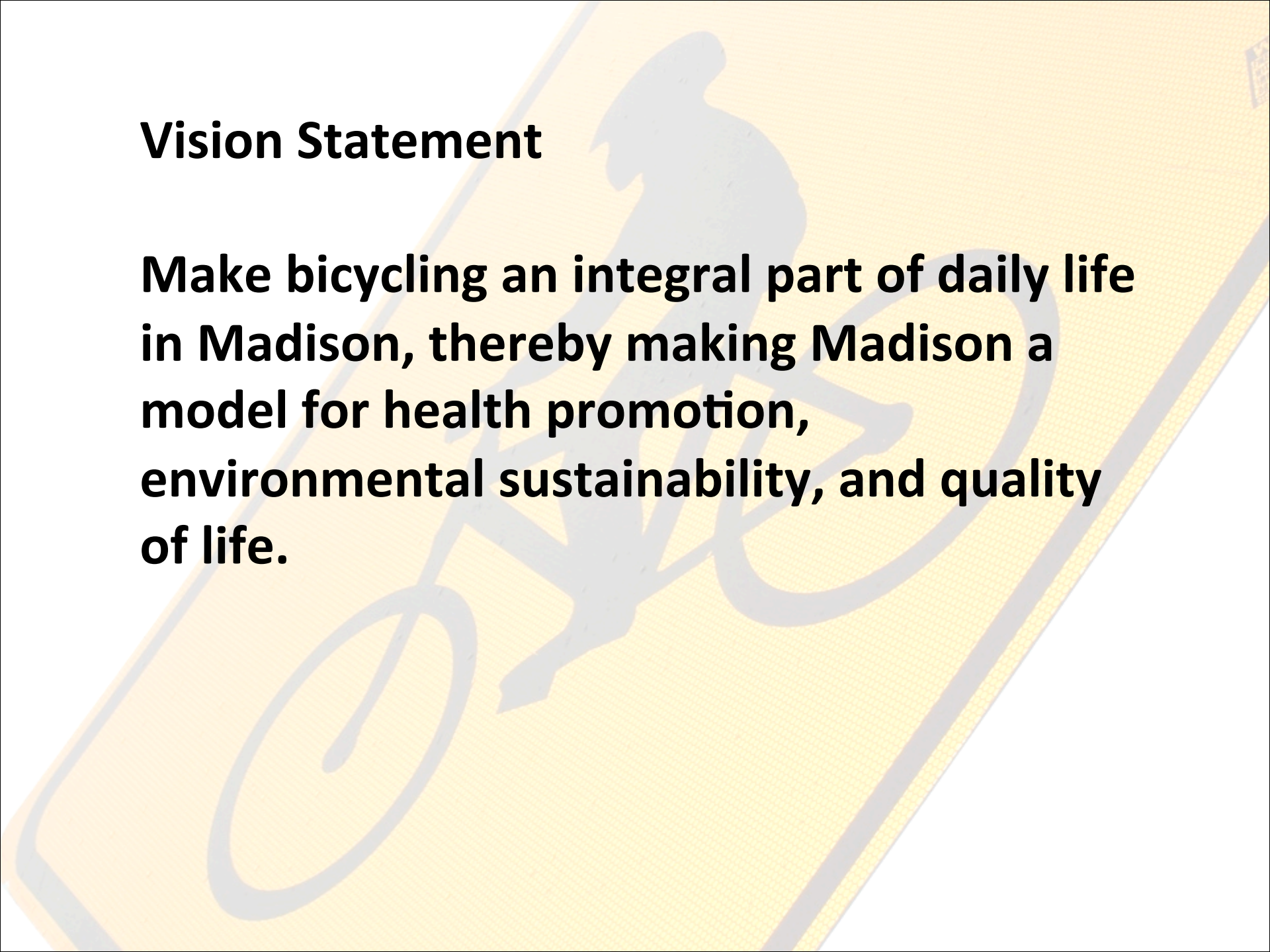
**Final Report  
Adopted by  
Madison Common Council  
April 8, 2008**





## **Vision Statement**

**Make bicycling an integral part of daily life in Madison, thereby making Madison a model for health promotion, environmental sustainability, and quality of life.**

A faint, stylized graphic of a person riding a bicycle is visible in the background, overlaid on a light yellow, textured diagonal band that runs from the bottom left towards the top right. The bicycle and rider are rendered in a light grey or blue tone.

# Create an ambitious but achievable goal

From about an 8% mode share in 2010 Madison aims to get to 20% mode share by 2020.



# The Five “E’s”

- Engineering
- Encouragement
- Education
- Enforcement
- Evaluation

# Complete Streets in Madison

## The Main Point is...

- 44% of trips in Madison are two miles or less

## Safety & convenience!

- 40% of Americans say they would commute more by bike if they felt safe
- Even if half are lying, that's still one out of five Americans who might bike!

# Andreas Rohl

Cycling is above all a practical solution in Copenhagen.  
***We don't ask the Copenhageners to be idealistic in the morning when they are late for work.***  
We make cycling the smartest option.





## Why do Copenhageners cycle?

"Quick, easy, convenient" 56%

"Exercise" 21 %

"Cheap" 12 %

"Environmentally friendly" 1 %



## More cyclists, less risk





**7%**

**INTREPID**

**33%**

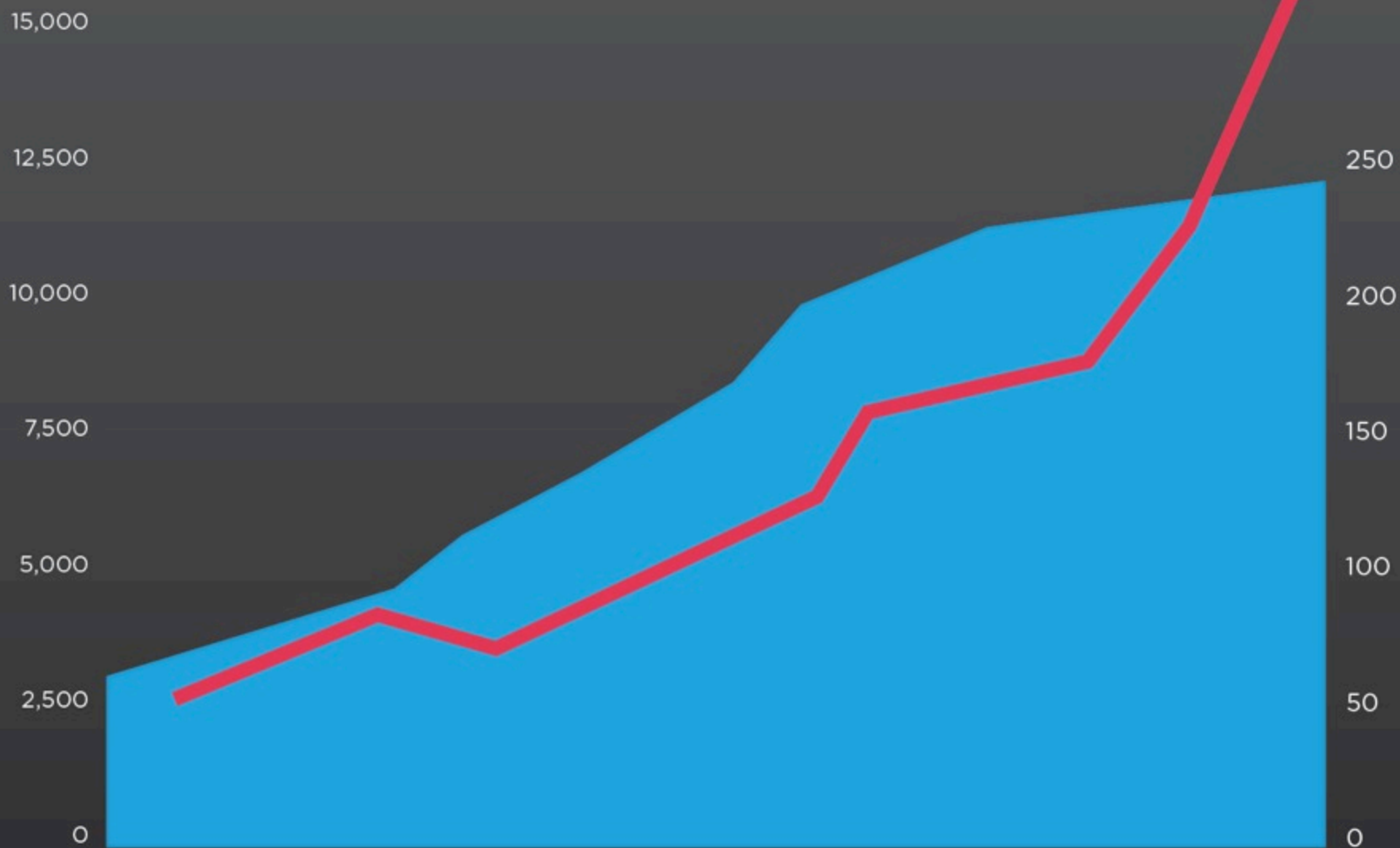
**AREN'T  
INTERESTED**

**60%**

**INTERESTED,  
BUT CONCERNED**

● **NUMBER OF CYCLISTS**

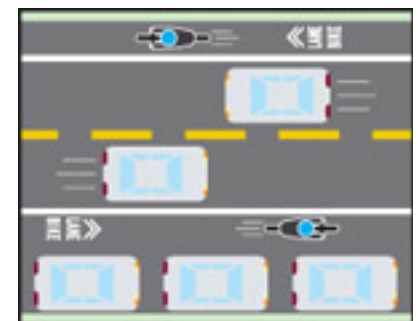
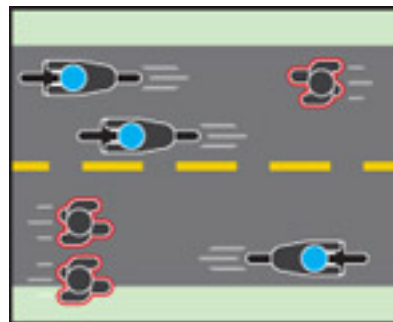
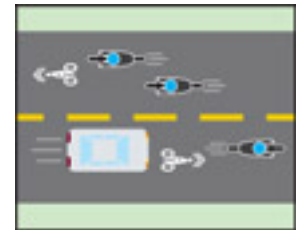
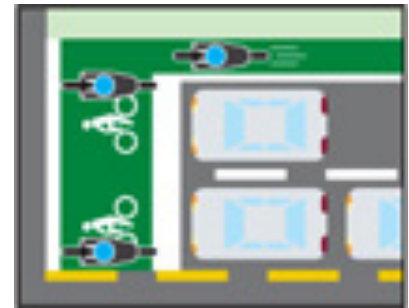
● **MILES OF BIKEWAY**





# Complete Streets in Madison: Strategies

- Off-street bike paths
- On-street bike lanes
- Fixing pinch points
- Bike boulevards and contra lanes
- Bike boxes
- Bike parking
- Bike sharing



# Complete (Off)Streets in Madison

## Bike paths

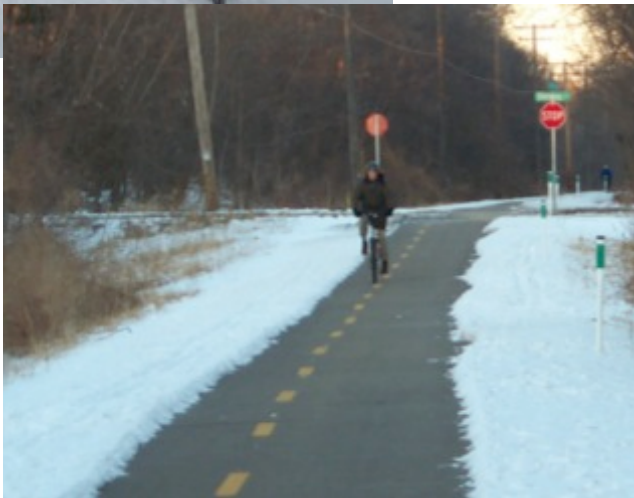
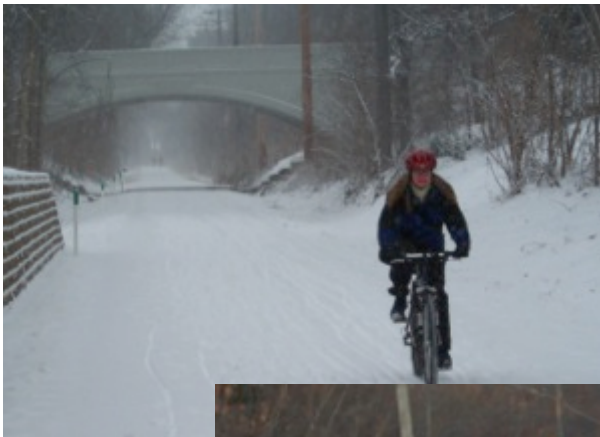


## The particulars

- Madison has 50 miles of dedicated bike paths
- Generally follow old rail lines
- Designed to be primarily commuter routes
- Some carry as many as 5,000 bikes a day in good weather
- Plans to build more with \$50 million in city budget over next five years

# Complete (Off)Streets in Madison

## Plow bike commuter paths

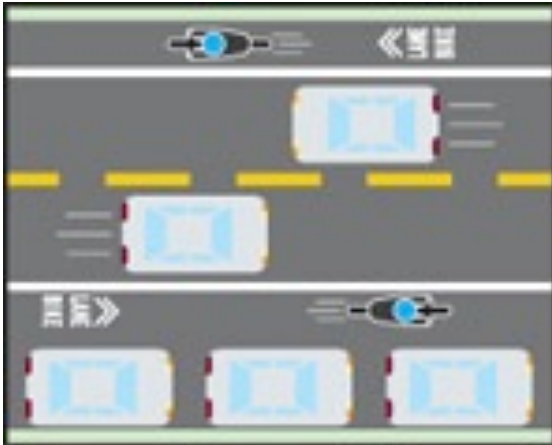


## The particulars

- Madison's public works department has a goal of plowing all bike commuter paths by 7 AM after a storm
- Winter commuting is on the rise

# Complete Streets in Madison

## On-street bike lanes



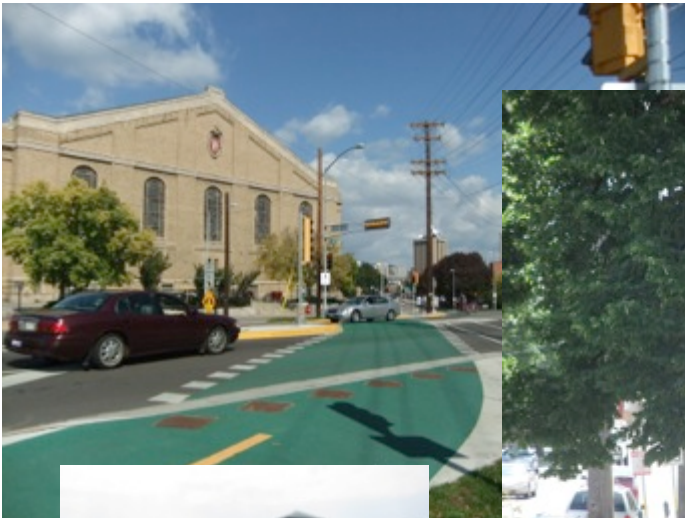
## The particulars

- Madison has 50 miles of on-street bike lanes
- Continue to add several miles each year
- Will start coloring them green to better differentiate them



# Complete Streets in Madison

## Fixing the pinch points

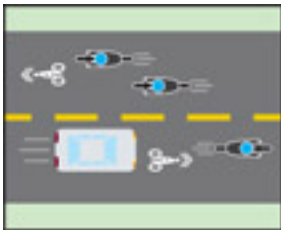


## The particulars

- Asked traffic engineering to work with city engineering to identify & treat trouble spots, like tricky intersections
- Used treatments like creating a clearly marked way through the intersection & bike traffic lights or overpasses

# Complete Streets in Madison

## Bike boulevards & contra lanes



## The particulars

- Started last summer with two residential streets that were already heavily used bike routes
- Ran parallel to major arterials
- Overwhelmingly popular with neighborhoods
- Installed several contra flow lanes on one way streets

# Bike Parking: Ample & Where It's Needed





# Bike Share

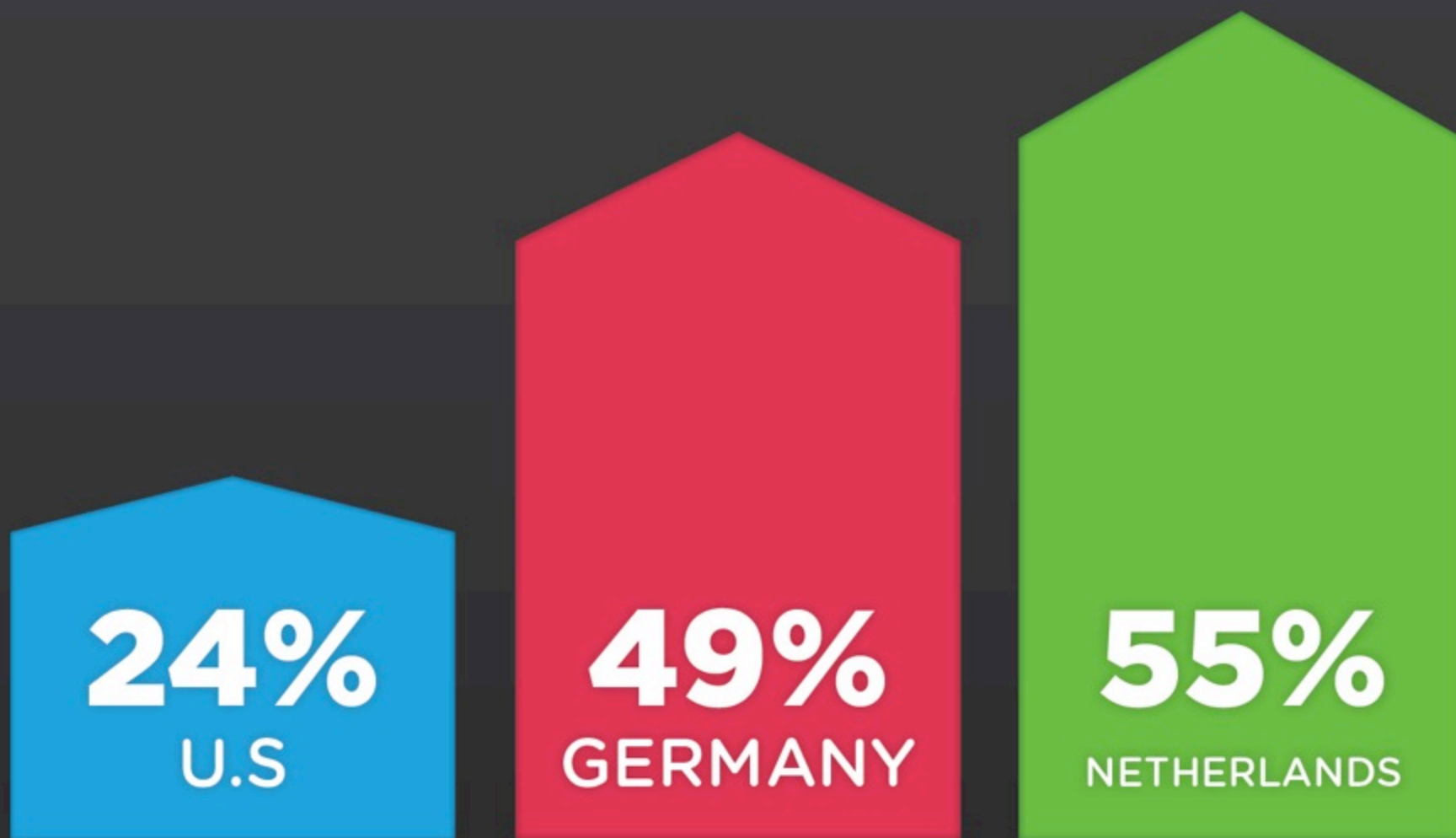




# Creating the Biking Culture



## PERCENTAGE OF **WOMEN CYCLING**



# Cyclovia

*The single most popular thing I ever did!*



**RIDE THE  
DRIVE  
AUGUST 30**  
2009

CAR-FREE CARE FREE CITY STREETS



# The Pokey Pedal





# Final Thought: Bring Everyone Along



# Thank You!

