



The 6 E's of Transportation

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Evaluate

- Other Considerations
 - Collect and Report (more) Data
 - Set Targets
 - “Friendly” competition

**BREAKING AWAY:
JOURNEY TO PLATINUM**



BLOOMINGTON PLATINUM BICYCLE TASK FORCE
BLOOMINGTON, INDIANA
FINAL REPORT: NOVEMBER 30, 2011

Educate

- Currently
 - Bike maps, websites and information flyers
 - Walk Bike Drive Campaign / Be Safe Campaign
 - WBWC, Common Cycle, PEAC, A2SafeTransport, among others
 - Bicycle Rodeos and Bike to School Day



EVERYWHERE + EVERYONE + EVERY DAY.
a2gov.org/A2BeSafe

Educate

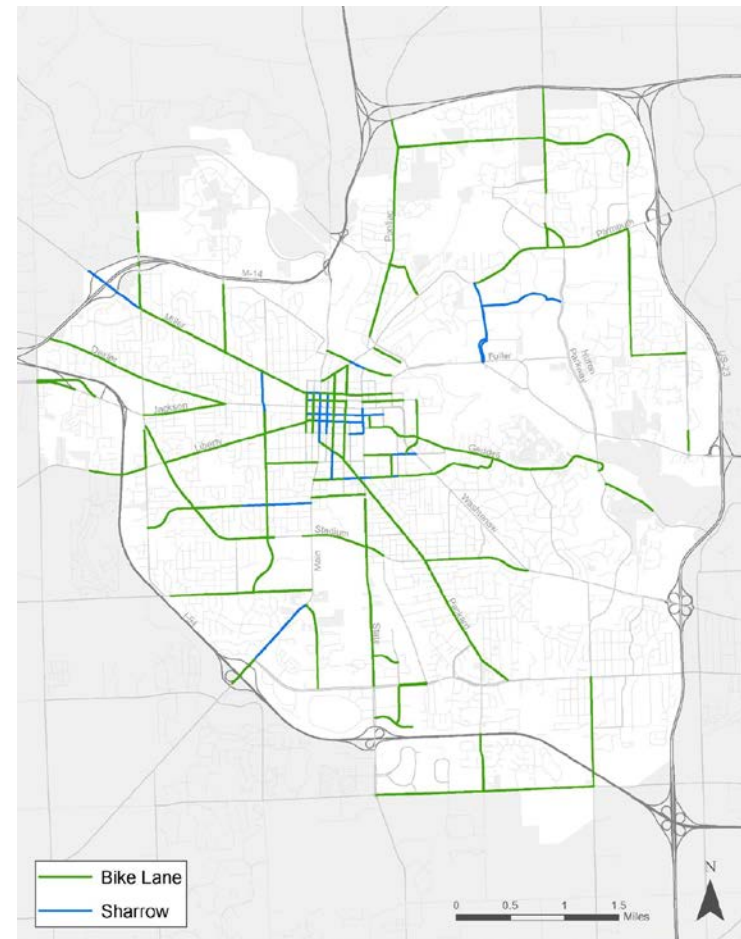
- Other Considerations
 - Motivate
 - Harmonize



Engineer

- Currently*:
 - 137 mid-block crosswalks
 - 83.2 lane miles of bikelanes
 - 69 miles of shared use paths
 - 12.1 lane miles of marked shared lanes
 - Sidewalk Gap project
 - Ped safety improvements
 - Complete Streets

* As identified in the 2017 Non-Motorized Progress Report



Engineer

- Other considerations
 - All ages/all types/all abilities
 - Legislate to Enable
 - Forge new alliances



Encourage

- Currently
 - Bike Safety Light
 - Mayor's Green Fair
 - Conquer the Cold/Commuter Challenge/Bike-to-work Day
 - Safe Routes to School Programs
 - 10,000 bike parking spaces
 - Bike maintenance stations
 - A2FixIt
 - Mode split



Encourage

- Other Considerations
 - Celebrate Success
 - Generate Interest



Enforce

- Currently
 - Changing Driver Behavior
 - Targeted enforcement, especially around schools
 - Vulnerable Road User Law
 - Helmet give aways
 - Vision Zero



Enforce

Other Considerations

- Redefine relationships
- Diversion Programs



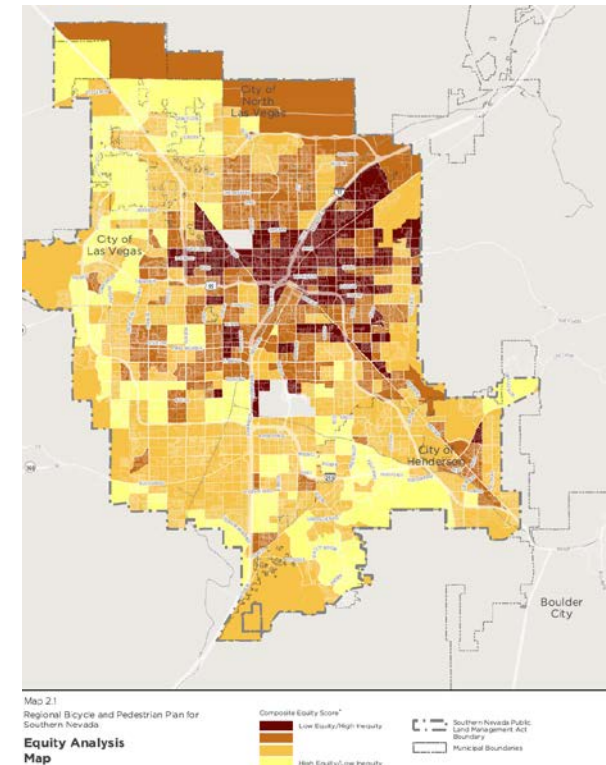
Equity

- Currently
 - Bike racks on buses
 - Public Engagement Toolkit
 - Transportation Commission representation



Equity

- Other Considerations
 - Environmental/Health/Socio-demographic/Economic impacts
 - Redefine approaches/goals/metrics



Thank You!
