



625 Burnell Street · Napa, CA 94559-3420
Tel: (707) 259-8631
Fax: (707) 259-8638

**Active Transportation Advisory Committee
(ATAC)**

AGENDA

**February 24, 2014
5:00 p.m.**

**625 Burnell Street
Napa CA 94559**

General Information

All materials relating to an agenda item for an open session of a regular meeting of the Active Transportation Advisory Committee (ATAC) which are provided to a majority or all of the members of the ATAC by ATAC members, staff or the public within 72 hours of but prior to the meeting will be available for public inspection, on and after at the time of such distribution, in the office of the Secretary of the ATAC, 625 Burnell Street, Napa, California 94559, Monday through Friday, between the hours of 8:00 a.m. and 5:00 p.m., except for NCTPA holidays. Materials distributed to a majority or all of the members of the ATAC at the meeting will be available for public inspection at the public meeting if prepared by the members of the ATAC or staff and after the public meeting if prepared by some other person. Availability of materials related to agenda items for public inspection does not include materials which are exempt from public disclosure under Government Code sections 6253.5, 6254, 6254.3, 6254.7, 6254.15, 6254.16, or 6254.22.

Members of the public may speak to the ATAC on any item at the time the ATAC is considering the item. Please complete a Speaker's Slip, which is located on the table near the entryway, and then present the slip to the ATAC Secretary. Also, members of the public are invited to address the ATAC on any issue not on today's agenda under Public Comment. Speakers are limited to three minutes.

This Agenda shall be made available upon request in alternate formats to persons with a disability. Persons requesting a disability-related modification or accommodation should contact the Administrative Assistant, at (707) 259-8631 during regular business hours, at least 48 hours prior to the time of the meeting.

This Agenda may also be viewed online by visiting the NCTPA website at www.nctpa.net, click on Minutes and Agendas – ATAC or go to [/www.nctpa.net/active-transportation-advisory-committee-atac](http://www.nctpa.net/active-transportation-advisory-committee-atac)

ITEMS

1. Call to Order
2. Introductions
3. Approval of Meeting Minutes
4. Public Comments
5. ATAC Member and Staff Comments

REGULAR AGENDA ITEMS**RECOMMENDATION**

6.	ATAC By-laws and Committee Appointments (Diana Meehan) (<i>Pages 6-15</i>) ATAC will 1) review and recommend changes to the by-laws and 2) recommend the re-appointment of committee members.	ACTION
7.	Safety Campaign Draft Scope of Work, Schedule and Preliminary Budget (Diana Meehan) (<i>Pages 16-21</i>) ATAC will review and discuss the draft safety campaign scope of work and its budget.	INFORMATION/ DISCUSSION
8.	League of American Bicyclists (LAB) Feedback Report Review (Diana Meehan) (<i>Pages 22-33</i>) ATAC Ad Hoc will report on their review of the LAB Feedback Report.	INFORMATION
9.	Topics for Next Meeting ○ Discussion of topics for next meeting by ATAC members.	DISCUSSION
10.	Approval of Next Regular Meeting Date of March 27, 2014 and Adjournment	APPROVE

Napa County Transportation and Planning Agency (NCTPA)

Active Transportation Advisory Committee

MINUTES

Monday, January 27, 2014

ITEMS

1. Call to Order

Meeting was called to order at 5:10pm

2. Roll Call

Members Present:

Barry Christian
Mike Costanzo
Joel King
Paul Wagner
Richard Warren
Brett Risley
Gabriela Gonzalez McNamara
Joe Tagliaboschi

Members Absent:

Dieter Deiss
Anne Darrow

3. Approval of Meeting Minutes

MSC KING / CHRISTIAN for **APPROVAL** and unanimously carried.

4. Public Comments

None

5. ATAC Members and Staff Comments

Committee member Barry Christian discussed park district funding (some in-kind) which would potentially result in \$600,000 locally for park trails. He also raised

concern over the Regional Housing Needs Allocation (RHNA) and the potential effect on transportation dollars for reduction in housing allocations.

Chair Wagner suggested having the Vintners do a survey on bicycle transportation and farmworkers. There appear to be a large number of workers using bicycles for commuting but no real data on this.

Committee member Mike Costanzo discussed the goals from the January NCTPA board retreat and the importance of the inclusion of a Countywide Active Transportation Plan. His emphasis was on the importance of finding creative ways to fund projects and programs by rethinking strategies.

6. Nomination and Election of Chairperson and Vice Chairperson of the Active Transportation Advisory Committee

There was a nomination by committee member Joel King for Paul Wagner as Chair of the committee. With no other nominations, there was a motion and second to approve.

MSC KING / RISLEY for **APPROVAL** and unanimously carried.

Chair Wagner nominated Mike Costanzo for Vice Chair. With no other nominations there was a motion and second and the nomination was unanimously approved.

MSC KING / RISLEY for **APPROVAL** and unanimously carried.

7. Active Transportation Program Update

There was a brief discussion regarding minimum project size for the ATP, which is currently \$250,000 and will likely remain at that amount. Smaller scaled projects can be reserved for other programs like TDA-3 with larger project or combined projects for ATP. A Countywide coordination effort will be necessary for bundling projects in order to better compete for funding.

8. Draft Letter of Support for City of Napa Bicycle and Pedestrian Underpass Project.

The letter of support was reviewed and approved

MSC KING / COSTANZO for **APPROVAL** and unanimously carried.

9. Annual Review of Countywide Bicycle Plan

The committee agreed to have an ad hoc meeting using the LAB Bicycle Friendly Community Feedback Report as a review tool in order to focus on program and

plan improvements. The ad hoc group will bring back their review at the next regular meeting.

10. Topics for Next Meeting

- a. Bicycle Safety Campaign
- b. LAB Report/Ad Hoc Results
- c. Enforcement Issues - Invite Napa County Sheriff
- d. Signal Sensors

11. Approval of Next Regular Meeting Date of February 24, 2014

MSC MCNAMARA / COSTANZO for **APPROVAL** and unanimously carried.

DRAFT



February 24, 2014
ATAC Agenda Item 6
Continued From: NEW
Action Requested: ACTION

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY ATAC Agenda Letter

TO: Active Transportation Advisory Committee (ATAC)
REPORT BY: Diana Meehan, Assistant Program Planner/Administrator
(707) 259-8327 / Email: dmeehan@nctpa.net
SUBJECT: ATAC By-laws and Committee Appointments

RECOMMENDATION

That the ATAC review and recommend to the NCTPA Board to amend the by-laws and recommend the re-appointment of five (5) committee members.

EXECUTIVE SUMMARY

The Active Transportation Advisory Committee (ATAC) is responsible for advising the NCTPA Board on the development of active transportation facilities, plans and projects throughout Napa County. Historically, the ATAC was known as the Bicycle Advisory Committee (BAC) and included 11 representatives from all 6 jurisdictions, Staff is recommending that the Committee by-laws be amended to clarify the committee's membership and voting structure.

BACKGROUND AND DISCUSSION

Historically, the ATAC was known as the BAC. The name of the committee and the committee's responsibilities were expanded to include all non-auto/non-transit modes of transportation.

The by-laws will be amended to clarify the committee membership and votes. Committee members are nominated by member jurisdictions and recommended for approval by the NCTPA Board. Historically, this committee has consisted of eleven (11) voting members representing all six (6) jurisdictions;

- County of Napa Two (2) Members
- City of Napa Five (5) Members
- City of American Canyon One (1) Member

- Town of Yountville One (1) Member
- City of St. Helena One (1) Member
- City of Calistoga One (1) Member

Each committee member serves for a 3-year term and has a single vote. Currently, there are five (5) vacancies on the committee due to expired terms. Four (4) committee members have requested re-appointment. One (1) vacancy remains for the City of Napa.

In order to more accurately reflect the jurisdictional representation of the ATAC committee, staff recommends the following changes be made to Article IV Section 2 of the ATAC By-laws:

Current By-laws:

ARTICLE IV MEMBERSHIP

Section 2.

Voting privileges are vested exclusively in the in the ATAC members. Voting members of the ATAC will be representatives of the incorporated Cities and the County. Nominations for the ATAC shall be requested from the member jurisdictions. It is intended that the ATAC shall include ~~representatives from each jurisdiction equal to the number of votes that jurisdiction has on the NCTPA Board.~~ Eleven (11) representatives from six (6) jurisdictions. Five (5) members from the City of Napa; two (2) members from the County of Napa; one (1) member each for the City of American Canyon, Town of Yountville, City of St. Helena, and City of Calistoga. In the event that a jurisdiction cannot forward a sufficient number of nominees or a nominee does not qualify then a member may be appointed by the Board without a nomination from the jurisdiction and without regard to the individual's jurisdiction of residence. At no time shall fewer than four (4) of the six (6) jurisdictions be represented. Each member of the ATAC shall have one vote.

Committee Vacancies

There are currently five (5) vacancies on the committee. The following incumbent members are eligible for reappointment by their member jurisdictions (see Attachment 2).

- Dieter Deiss City of Calistoga
- Michael Costanzo County of Napa
- Richard Warren City of St. Helena
- Joel King City of Napa
- Barry Christian City of American Canyon

Letters of recommendation for re-appointment have been received from the City of Calistoga and the County of Napa. Letters of nomination are still required from the City of St. Helena, the City of Napa and the City of American Canyon.

FISCAL IMPACT

Is there a fiscal impact? None.

SUPPORTING DOCUMENT

Attachments: (1) Resolution No. 12-32 - ATAC By-laws
(2) ATAC Membership Roster

RESOLUTION NO. 12-32

**A RESOLUTION OF THE
NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY (NCTPA)
AMENDING THE BY-LAWS OF THE BICYCLE ADVISORY COMMITTEE**

WHEREAS, effective June 16, 1998, the County of Napa along with the cities of Napa, St. Helena, Calistoga, American Canyon and the Town of Yountville amended the Joint Powers Agreement of the Napa County Congestion Management Agency to create the Napa County Transportation and Planning Agency (NCTPA); and

WHEREAS, the NCTPA joint powers agreement calls for the Bicycle Advisory Committee (BAC), and

WHEREAS, the BAC by-laws require changes to be adopted by the NCTPA Board; and

WHEREAS, the BAC is recommending changes to their by-laws, ~~including a to~~ change ~~in~~ the name of the Committee to the Active Transportation Advisory Committee (ATAC) and to extend its responsibly to include the interests of pedestrians, bicycles, wheelchairs, and individuals using other modes of transportation that can legally operate on pedestrian and bicycle related infrastructure, and,

NOW THEREFORE BE IT RESOLVED that the Napa County Transportation and Planning Agency hereby amends the by-laws for the Bicycle Advisory Committee to read in full as set forth in Exhibit "A", attached hereto and incorporated by reference herein and the attached provisions of Exhibit "A" shall become effective immediately.

///

///

| Passed and adopted this ~~12th~~-19th day of ~~December, 2012~~-March 2014

Keith Caldwell, NCTPA Chair

Ayes:

Nays:

Absent:

ATTEST:

Karalyn E. Sanderlin, NCTPA Board Secretary

APPROVED:

Janice Killion, NCTPA Legal Counsel

EXHIBIT "A"

BY-LAWS OF THE NCTPA

ACTIVE TRANSPORTATION ADVISORY COMMITTEE

ARTICLE I. NAME

Section 1.

The name of this ~~organization-committee~~ shall be the Active Transportation Advisory Committee, hereafter called the ATAC.

ARTICLE II. AUTHORIZING AGENCY

Section 1.

The Napa County Transportation and Planning Agency (NCTPA), pursuant to the Metropolitan Transportation Commission MTC Resolution No. 2179, Revised, authorizes the establishment of the ATAC and shall approve all appointments to the ATAC, the ATAC by-laws, and all amendments to the ATAC by-laws.

ARTICLE III. PURPOSE

Section 1.

The ATAC shall act to advise the NCTPA on the development of Active Transportation facilities, including bicycle and pedestrian facilities as alternative modes of transportation. The ATAC shall review and/or prioritize Transportation Development Act (TDA), Article 3, Active Transportation projects and participate in the development and review of comprehensive bicycle, pedestrian and active transportation plans.

Section 2.

The ATAC review process shall ensure that Active Transportation projects within the Cities and County of Napa: promote and encourage bicycle use for commute, shopping, and personal trips; promote and encourage walking; reduce motor vehicle trips; reduce motor vehicle miles traveled; reduce motor vehicle congestion; and promote air quality.

ARTICLE IV. MEMBERSHIP

Section 1.

The ATAC shall be composed of Active Transportation advocates who live or work in the Cities or County of Napa.

Section 2.

Voting privileges are vested exclusively in the ATAC members. Voting members of the ATAC will be representatives of the incorporated Cities, Town and the County. ~~Nominations for the ATAC shall be requested from the member jurisdictions. It is intended that the~~ The ATAC shall ~~include representatives from each jurisdiction equal to the number of votes that jurisdiction has on the NCTPA Board~~ shall include eleven (11) total representatives from six (6) jurisdictions. Representation is reflective of population size for each jurisdiction. Five (5) members from the City of Napa; Two (2) members from the County of Napa; One (1) member each for from the City of American Canyon, Town of Yountville, City of St. Helena and City of Calistoga. In the event that a jurisdiction cannot forward a sufficient number of nominees or a nominee does not qualify then a member may be appointed by the Board without a nomination from the jurisdiction and without regard to the individual's jurisdiction of residence. At no time shall fewer than four (4) of the six (6) jurisdictions be represented. Each member of the ATAC shall have one (1) vote.

Section 3.

Non-voting members of the ATAC may consist of a representative from each of the jurisdictions' planning and public works staff, MTC, Caltrans, and the public at large.

Section 4.

Voting membership shall be derived from an eligibility list provided by each jurisdiction and appointed to the ATAC by the NCTPA Board for a period of three (3) years. Should it occur that an insufficient number of eligible candidates are provided by the jurisdictions, the ATAC may then make recommendations to the NCTPA Board for appointments in keeping with Article IV, Section 2.

Section 5.

If and when vacancies occur, they must be filled according to Article IV., Sections ~~2 and~~ 4.

Section 6.

The NCTPA shall, under direction of the Board of Directors, provide staff and organizational support to the ATAC.

ARTICLE V. ORGANIZATION

Section 1.

The elected officers of the ATAC will be:

- a. Chair
- b. Vice-Chair

ARTICLE VI. OFFICERS

Section 1.

The ATAC shall, at the first meeting of the calendar year, nominate and elect annually the Chair and the Vice-chair for one (1) calendar year term.

Section 2.

The Chair shall preside over all meetings and have general direction and control over the activities of the ATAC.

Section 3.

The Vice-chair shall assist the Chair in the execution of that office and, in the absence of the Chair, preside over the meetings, and so when acting, shall have all the powers of the Chair.

ARTICLE VII. MEETINGS

Section 1.

The ATAC shall meet monthly and at a date, time and place as set by resolution of the NCTPA.

Section 2.

All meetings shall be called, noticed and conducted in accordance with the provisions of the Ralph M. Brown Act (Government Code Section 54950). The Executive Director and General Counsel shall be given notice of all meetings.

Section 3.

A quorum shall consist of five (5) voting members, representing at least two (2) Cities or one (1) City and the County.

Section 4.

All acts of the ATAC shall require the presence of a quorum and the affirmative vote of a majority of the total membership present.

ARTICLE VIII. ADOPTION AND AMENDMENTS TO THE BY-LAWS

Section 1.

Adoption of the ATAC by-laws will be by a majority vote of the NCTPA Board of Directors.

Section 2.

Amendments to the ATAC by-laws will be by a majority vote of the NCTPA Board of Directors.

Section 3.

Suggested amendments to the ATAC by-laws by the ATAC shall be forwarded to the NCTPA Board of Directors.

ACTIVE TRANSPORTATION ADVISORY COMMITTEE (ATAC)

MEMBERSHIP ROSTER

MEMBERS BAC	REPRESENTING	TERM ENDS	REAPPOINTMENT
Michael Costanzo	Napa County	January 1, 2014	March 2014
Barry Christian	American Canyon	January 1, 2013	March 2014
Gabriella Gonzalez-McNamara	City of Napa	January 1, 2016	
Paul Wagner	City of Napa	January 1, 2015	
Joel King	City of Napa	January 1, 2013	March 2014
Anne Darrow	City of Napa	January 1, 2016	
VACANT	City of Napa	January 1, 2014	
Joe Tagliaboschi	Yountville	January 1, 2015	
Richard Warren, Jr.	St. Helena	January 1, 2014	March 2014
Dieter Deiss	Calistoga	January 1, 2014	March 2014
Brett Risely	Napa County	January 1, 2015	



February 24, 2014
ATAC Agenda Item 7
Continued From: December 2013
Action Requested: INFORMATION/DISCUSSION

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY ATAC Agenda Letter

TO: Active Transportation Advisory Committee (ATAC)
REPORT BY: Diana Meehan, Assistant Program Planner/Administrator
(707) 259-8327 / Email: dmeehan@nctpa.net
SUBJECT: Safety Campaign Draft Scope of Work, Schedule and Preliminary Budget

RECOMMENDATION

That the Active Transportation Advisory Committee (ATAC) review the Safety Campaign Scope of Work/Preliminary Draft Framework and Budget and provide comment.

EXECUTIVE SUMMARY

The Napa Countywide Bicycle Plan is a cooperatively developed 25-year vision for building a complete bicycling system for the Napa Valley. It presents a carefully chosen set of specific goals, objectives and policies to guide the ongoing evolution of that system. Safety is a primary goal of the plan. The ATAC requested that staff develop a process to implement a bicycle safety campaign. In response to this request, staff has developed the attached draft scope of work, schedule and a draft budget for the ATAC's consideration and comment.

FISCAL IMPACT

Is there a fiscal impact? None

BACKGROUND AND DISCUSSION

NCTPA staff is eliciting feedback on strategies for implementing a countywide bicycle safety campaign. The Napa Countywide Bicycle Plan is a cooperatively developed 25-year vision for building a complete bicycling system for the Napa Valley. A principal goal in the plan focuses on safety.

An evaluation of strategies in other regions of the country reveal that bicycle safety campaigns have four common components. These are:

- Message Development
- Identifying Audience
- Budget & Funding
- Delivery Methods

Previous discussion with the committee has resulted in the following principles for communicating a bicycle safety program:

- Using well known citizens in an advertisement campaign to “humanize” cyclists as people you may know.
- Targeting both automobile drivers and cyclists (residents and visitors) and the Latino community.
- Reaching a wide variety of road users through a mass media campaign.

ATAC also requested staff to identify a budget. A copy of the draft scope of work and budget are attached for ATAC’s review and comment.

SUPPORTING DOCUMENT

Attachments: (1) Draft Scope of Work
(2) Preliminary Draft Budget

Project Scope and Timeline: Napa Countywide Bicycle Safety Awareness Campaign

The primary goal in creating a Bicycle Safety Awareness Campaign is to educate and bring safety awareness to both motorists and bicyclists for improving overall bicycle safety in Napa County.

Project Description: Create a countywide Bicycle Safety Awareness Campaign using multiple media sources to reach audience all jurisdictions.

Campaign Components:

1. Message Development
2. Identifying Audience
3. Budget and Funding
4. Delivery Methods

Task 1: Meet to Refine Scope and Schedule – March 2014

Identify ATAC meeting date to refine project messaging using common marketing methods: Print Advertising; Newspapers, magazines, billboards, brochures, Videos, Social Media, marketing materials: Water bottles, buttons, bumper stickers.

- 1.1 Review scope with TAC.

Task 2: Message Development/Audience – April 2014

- 2.1 Establish ATAC work group to develop message for target audience: Cyclists and Motorists
 - Key tenets for the message will include:
 - Humanize the cyclist
 - Same rights, same rules and same responsibilities for all road users

- 2.2 Compile safety data and statistics to use in campaign.

Task 3: Budget and Funding – May 2014

- 3.1 Develop Budget for all creative services and production.
- 3.2 Identify potential funding sources.

Task 4: Procurement – June-December 2014 (subject to identifying funding)

- 4.1 NCTPA staff to develop and review scope of work with ATAC and TAC to identify consulting services, if needed.

DRAFT

Bike Safety Kick-Off Campaign

Bicycle Safety Campaign Budget		Increment	Quantity	Item Cost	Budget	Funding Source	Acutal Amount	Notes
Marketing Consultant								
	Design				\$ 30,000.00	NCTPA Marketing	\$ 10,000	
	Production				\$ 50,000.00			
	Total Design and Production				\$ 80,000.00			
Creative Services								
	Billboard Ads	monthly	6	2000	\$ 12,000.00			
	Flyers	each	10,000	0.1	\$ 1,000.00			
	Newspaper Ads	each	60	250	\$ 15,000.00			
	Magazine Ads	each	16	500	\$ 8,000.00			
	Theater Ads	spots	600	2	\$ 1,200.00			
	Total Ad				\$ 37,200.00			
Materials Production								
	Car Magnets (1000)	each	2,000	1	\$ 2,000.00			
	Water Bottles	each	2,000	2	\$ 4,000.00			
	Grocery bags	each	2,000	2	\$ 4,000.00			
	Jerseys/T-Shirts	each	1,000	40	\$ 40,000.00	Sales on Jerseys	\$ 80,000	For resale
	Downtown Banner Service Fee				\$ 400.00			
	Radio Campaign				\$ 3,000.00			
	Chamber				\$ 3,000.00			1/2 page
	Total Swag				\$ 56,400.00	-	\$ 80,000	
	Grand Total				\$ 173,600.00	-	\$ 80,000	

Sample Annual Budget

Bicycle Safety Campaign Budget		Increment	Quantity	Item Cost	Budget	Funding Source	Acutal Amount	Notes
Marketing Consultant								
	Design				\$ 5,000.00		\$ 1,000.00	
	Production				\$ 10,000.00			
	Total Design and Production				\$ 15,000.00			
Creative Services								
	Billboard Ads	monthly	2	2000	\$ 4,000.00			
	Flyers	each	2,500	0.1	\$ 250.00			
	Newspaper Ads	each	15	250	\$ 3,750.00			
	Magazine Ads	each	-	500	\$ -			
	Theater Ads	spots	400	2	\$ 800.00			
	Total Ad				\$ 8,800.00			
Materials Production								
	Car Magnets (1000)	each	500	1	\$ 500.00			
	Water Bottles	each	500	2	\$ 1,000.00			
	Grocery Bags	each	500	2	\$ 1,000.00			
	Jerseys/T-Shirts	each	250	40	\$ 10,000.00	Sales on Jerseys	\$ 20,000.00	For resale
	Downtown Banner Service Fee				\$ 400.00			
	Radio Campaign				\$ 500.00			
	Chamber				\$ 500.00			1/2 page
	Total Swag				\$ 13,900.00	-	\$ 20,000.00	
	Grand Total				\$ 37,700.00	-	\$ 20,000.00	



February 24, 2014
ATAC Agenda Item 8
Continued From: NEW
Action Requested: INFORMATION

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY ATAC Agenda Letter

TO: Active Transportation Advisory Committee (ATAC)
REPORT BY: Diana Meehan, Assistant Program Planner/Administrator
(707) 259-8327 / Email: dmeehan@nctpa.net
SUBJECT: League of American Bicyclists (LAB) Feedback Report Review

RECOMMENDATION

For information only.

EXECUTIVE SUMMARY

Subsequent to receiving the LAB's Bicycle Friendly Community (BFC) honorable mention, an ad hoc committee of the ATAC was formed to evaluate LAB's feedback report that provides recommendation on ways to improve Napa's bicycle and to receive a formal BFC recognition. The ad hoc committee will share its insights on the report.

FISCAL IMPACT

Is there a fiscal impact? None.

BACKGROUND AND DISCUSSION

The LAB presented Napa County with an Honorable Mention in their BFC program. Following the honorable mention award, the spring 2013 Feedback Report was issued by LAB which made a number of recommendations for improving Napa's bicycle facilities.

In January, an ad hoc committee of the ATAC met and discussed the LAB's feedback report which highlighted suggested improvements that Napa Valley could make to better align itself with objectives necessary for LAB to recognize Napa as a Bicycle Friendly Community (BFC).

The BFC designation can be used to improve future efforts for receiving grant funding to make bike improvement projects throughout the County. Members of the Ad Hoc committee will discuss observations and make recommendations to the committee for implementing changes that will help achieve the highest BFC status.

Prior to reapplying as a Bicycle Friendly Community, the ATAC will make recommendations towards a coordinated countywide effort using the feedback report as a guide.

The BFC spring application can be accessed at the following link:
[http://www.bikeleague.org/sites/lab.huang.radicaldesigns.org/files/Bicycle%20Friendly%20Community%20Application%20Spring%202014\(1\).pdf](http://www.bikeleague.org/sites/lab.huang.radicaldesigns.org/files/Bicycle%20Friendly%20Community%20Application%20Spring%202014(1).pdf)

SUPPORTING DOCUMENTS

Attachments: (1) LAB Bicycle Friendly Community Feedback Report-
with Ad Hoc Committee Comments



**BICYCLE FRIENDLY
COMMUNITY**

BICYCLE FRIENDLY COMMUNITY FEEDBACK REPORT

Spring 2013



Photo: Trek

County of Napa, CA

ATTACHMENT 1
ATAC Agenda Item 8

The Bicycle Friendly Community review committee was impressed with the growing commitment to make **the County of Napa** a great place for bicyclists. The **Honorable Mention** given by the reviewers reflects their view that some of the key building blocks of creating a Bicycle Friendly Community are in place.

Particular **highlights** were the countywide bicycle master plan, the Safe Routes to School program and the Complete Streets policy.

Reviewers were very pleased to see the current efforts and dedication to make the County of Napa a great place for cyclists.

Below, reviewers provided key recommendations to further promote bicycling in the County of Napa and a menu of additional pro-cycling measures that can be implemented in the short and long term. We strongly encourage you to use this feedback to build on your momentum and improve your community for bicyclists. There may also be initiatives, programs, and facilities that are not mentioned here that would benefit your bicycling culture, so please continue to try new things to increase your ridership, safety, and awareness!

To learn more about what funds are available for bicycle projects, use Advocacy Advance's interactive [Find it, Fund it tool](#) to search for eligible **funding** programs by bike/ped project type or review the same information as a PDF [here](#).

The key measures the County of Napa should take to improve cycling:

- Expanding the Bicycle & Pedestrian Coordinator's time focused on bicycle projects would help in scaling up your BFC efforts. This staff person should spend more time on working closely with the Bicycle Advisory Committee, reviewing development proposals to ensure that local bicycle/pedestrian requirements are incorporated and to assess bicycling and walking impacts, developing and implementing educational and promotional programs, writing grant proposals, serving as the public contact for bicycling/walking inquiries and complaints, educating other staff about state and federal facilities standards and guidelines, and coordinating with neighboring cities, transit agencies and other departments to implement policies and projects. See [this report](#) on the importance of Bicycle & Pedestrian program staff.
Add this to Diana Meehan's job description, if not already there.
- Ensure that the standards for bike parking conform to [APBP guidelines](#).
Add this to County Bike Plan.
- Install a [bicycle wayfinding system](#) at strategic locations around the community. **Devlin Road access to and from 29**
- Continue to expand the bike network and to increase network connectivity through the use of different types of [bike lanes](#), [cycle tracks](#) and [shared lane arrows](#). Work with the state on adding bicycle infrastructure on key routes that are outside of the County's jurisdiction, i.e. **Report Vine Trail additions in new application. Install shared lane arrows on major rural cycle routes including: Sage Canyon, Dry Creek/Mt. Veeder/Redwood, valley cross roads without Class II lanes.**

Hwy 29 needs to be Class II for commuters, and for those arriving from Fairfield via Hwy 12. Add signage directing to Vine Trail (Devlin) as it becomes available.

State Hwy 29 between Napa & Vallejo. On-street improvements coupled with the development of an off-street system will encourage more people to cycle and will improve safety. In particular, continue to support of the Napa Valley Vine Trail. Ensure smooth transitions for bicyclists between the trail network and the street network. These improvements will also increase the effectiveness of encouragement efforts by providing a broader range of facility choices for users of various abilities and comfort levels.

- It is essential to make both motorists and cyclists aware of their rights and responsibilities on the road. Continue to expand your public education campaign promoting the share the road message. Take advantage of your local bicycle groups for content development and manpower. See the excellent “Look” campaign in New York City or the “Don’t be a Road Hog” campaign in Colorado.
"Same Rules/Same responsibilities" NCTPA partner with Sheriff's dept, may fund
- Host another League Cycling Instructor (LCI) seminar to increase the number of certified LCIs in your community and offer scholarships, if possible. Having local instructors will enable your community to expand cycling education, recruit knowledgeable cycling ambassadors, deliver education to motorists, provide cycling education to adults and kids, and have experts available to assist in encouragement programs. Visit <http://www.bikeleague.org/programs/education/> for more information. Provide budget, Napa Bike will organize and promote.

Benefits of Further Improving the County of Napa for Cycling

Further increasing bicycle use can **improve the environment** by reducing the impact on residents of pollution and noise, limiting greenhouse gases, and improving the quality of public spaces; **Reduce congestion** by shifting short trips (the majority of trips in communities) out of cars. This will also make communities more accessible for public transport, walking, essential car travel, emergency services, and deliveries; **Save lives** by creating safer conditions for bicyclists and as a direct consequence improve the safety of all other road users. Research shows that increasing the number of bicyclists on the street improves bicycle safety; **Increase opportunities** for residents of all ages to participate socially and economically in the community, regardless of income or ability.

Greater choice of travel modes also increases independence, especially among seniors and children; **Boost the economy** by creating a community that is an attractive destination for new residents, tourists and businesses; **Enhance recreational opportunities**, especially for children, and further contribute to the quality of life in the community; **Save county funds** by increasing the efficient use of public space, reducing the need for costly new road infrastructure, preventing crashes, improving the health of the community, and increasing the use of public transport; **Enhance public safety and security** by increasing the number of “eyes on the street” and providing more options for movement in the event of emergencies, natural disasters, and major public events; **Improve the health and well being** of the population by promoting routine physical activity.

- Offer Cycling Skills classes, Traffic Skills 101 classes and bike commuter classes more frequently or encourage a local bicycle advocacy group or shop to do so. Ideally, the instruction should incorporate a classroom portion as well as on-road training. The classroom portion of Traffic Skills 101 is now available [online](#) as well. For more information visit: www.bikeleague.org/programs/education/
- **Need stipends for Instructors and small materials budget.**
- Celebrate Bike Month in partnership with local bicycle advocacy groups. Proclaim May (or a month with mild and dry weather) as Bike Month. Host, sponsor and encourage bicycle-themed community events, campaigns and programs. Increase your efforts on Bike to Work Day and Bike to School Day. Ensure to widely advertise all bicycle-themed community events and programs. For ideas and more information, visit <http://www.bikeleague.org/content/national-bike-month>.
- **Proclamation from Board of Supervisors**
- **Promote April Fools Challenge and Bike Fest**
- Invite a police officer to become an active member of the Bicycle Advisory Committee and appoint a law-enforcement point person to interact with the cyclists. This will actively facilitate stronger connections between bicycle advocates, the wider bicycling community and law enforcement, which will improve road safety for all users, and improve fair enforcement of motorist and cyclist infractions.

Note that Sheriff John Robertson is on the Vine Trail Board on the next application
 Sheriff has 'Stop and Think' program operating - should be reported in next application.
 Perhaps he can appoint a liaison to ATAC.

Menu of additional recommendations to further promote bicycling:

Engineering

Low hanging fruit and fast results

- Develop and implement streetscape design guidelines that foster a pleasant and comfortable environment for pedestrians and cyclists. Beautiful streetscaping has also shown to increase community livability and pride, reduce crime and increase property values.
Take credit for Vine Trail's Trail amenities and Art on the Trail plans
- Offer [ongoing training](#) opportunities on accommodating bicyclists for engineering and planning staff.
Mention Davis Benchmarking Tour w/public works staff.
- Consider passing an ordinance or policy that would require larger employers to provide shower facilities and other end-of-trip amenities.
Mention County Trip Reduction Program.
- Increase the amount of [high quality bicycle parking](#) at popular destinations such as retail stores throughout the community. Also consider adding some [artistic bike racks](#) to enhance the sense of place of your community.
Add sufficient bike parking at all libraries, county offices, bus stops.
- Allow access to suitable public lands for mountain bicyclists. Ensure to connect any off-road trails and facilities to your bicycle network. **Take credit for Skyline, Mt. S.H., Oat Hill Mine Road, Las Posadas Moore Creek (others?)**

- Promote active transportation by reducing traffic speeds. Consider lowering the speed limit to 25 mph or lower on non-arterial roads, especially in denser areas, around schools and shopping centers, and in neighborhoods. Use traffic calming measures and low speed design principles to achieve higher compliance rates. Speed [has been identified](#) as a key risk factor in road traffic injuries, influencing both the risk of a road traffic crash as well as the severity of the injuries that result from crashes. For instance, pedestrians and cyclists have a 90% chance of survival if hit by a car travelling at a speed of 20 mph or below, but less than a 50% chance of surviving an impact of 30 mph or above. [Studies](#) also generally report a positive association between traffic safety (perceived and/or measured) and walking and cycling, particularly among women. **Lower speed limits for cross roads.**
- Implement [road diets](#) in appropriate locations to make streets more efficient and safe. Use the newly created space for bicycle and pedestrian facilities.
- Implement broader transportation policies and programs that encourage alternative transportation choices, such as maximum/no minimum car parking standards or shared-parking allowances to complement your community's infrastructure investments and programs. **Take credit for Napa Pipe and Ag Preserve**
- Adequately maintain your on and off road bicycle infrastructure to ensure usability and safety. Increase

the frequency of sweepings and address potholes and other hazards faster.

Sweep Silverado Trail on regular basis.

- Develop an easier mechanism that will allow cyclists to report hazards to traffic engineers and planners, such as a hotline or an online reporting tool.

It is in place, take credit for it. Better yet, build a smart phone app that will streamline reporting of issues.

- Implement land use policies that minimize large lot/low density development to better facilitate bicycling, pedestrian and transit trips. Require a mix of uses throughout the community to further shorten the distances people need to bike. Consider a form-based code to allow for flexible land uses and to provide a comfortable and convenient built environment for pedestrians and cyclists. **Reference Napa Pipe and One Bay Area Plan.**
- Develop solutions to physical barriers in order to provide convenient bicycle access to all parts of the community. **Reference Vine Trail engineering solutions.**
- Improve the [connectivity of your street network](#). **Hwy 29 underpass at First Street/ Hwy 29 Corridor Study**. Both increased intersection density and additional street connectivity are associated with more walking, biking, and transit use due to greater directness of travel and more route choice options. **Reference Vine Trail connection 5 towns/ Spine of network**
- Develop a system of bicycle boulevards, utilizing quiet neighborhood streets, that creates an attractive,

convenient, and comfortable cycling environment welcoming to cyclists of all ages and skill levels. Learn how to do it at

<http://www.ibpi.usp.pdx.edu/guidebook.php>. Use the [Bicycle Boulevards section](#) of the NACTO Urban Bikeway Design Guide for design guidelines.

Make Atlas Peak/Westgate loop a bike blvd.

- Make intersections safer and more comfortable for cyclists. Include elements such as color, signage, medians, signal detection, and pavement markings. The level of treatment required for bicyclists at an intersection will depend on the bicycle facility type used, whether bicycle facilities are intersecting, the adjacent street function and land use. See the [NACTO design guidelines](#) and the 2012 [AASHTO Guide for the Development of Bicycle Facilities](#) for recommended intersection treatments.

Bike sensors/button at Stanly Lane and Oak Knoll

Education

Low hanging fruit and fast results

- Integrate basic street skills training into the BE BRIGHT program.
County budget for classes and instructors.
- Consider offering more bicycle education for children and youth outside of school through youth recreation programs, helmet fit seminars or a [Safety Town](#) program.

Reference Napa Bike's Family Biking Workshops 20 in 2014 and 2015

- Consider creating a Bicycle Ambassador program. Have Ambassadors attend community and private events year-round to talk to residents and visitors of all ages about bicycling and to give bicycle safety demonstrations. They can also offer bike commuting presentations for area businesses.
We have them: Chuck McMinn, Dieter Deiss, etc. - Honor them.
- Team with a local bicycle group or shop to offer regular bike maintenance workshops at parks, libraries, community centers or at events. A short tutorial on how to change a flat tire can empower a person to ride their bike more often.
Reference classes conducted by bike shops.
- Regularly host Traffic Skills 101 or bike commuter courses for engineers and planners to better understand cyclists' needs. For more information visit: www.bikeleague.org/programs/education/

Reference Davis Benchmarking Tour

Long Term Goals

- Bicycle-safety education should be a routine part of public education, and schools and the surrounding neighborhoods should be particularly safe and convenient for biking. Work with your Bicycle Advisory Committee, local bicycle groups or interested parents to expand the existing Safe Routes to School (or equivalent) program to all elementary schools, middle schools and high schools. For more information, see the [National Highway Traffic Safety Administration's Safe Routes To School Toolkit](#) or visit www.saferoutesinfo.org.

Reference recent funding approved for SRTS by NCTPA

- Start a bicyclist and motorist ticket diversion program. Road users given a citation are offered an opportunity to waive fees for violations by attending a bicycling education course. This course should include a classroom and on-road component. See what [Pima County](#) and [San Diego County](#) have done.

Sponsor dialog with CHP, Sheriff, and DA.

- Start a motorist education program for professional drivers. See San Francisco's [Frequent Driver Education](#).
- Increase your efforts to ensure your bicycle education programs reach traditionally underserved populations, particularly seniors, women, minorities, non-English speakers and the disabled.

Reference training provided to Homeless Shelter

Encouragement **Reference Napa Bike's partnership with Family Centers with April Fools Challenge**

Low hanging fruit and fast results

- Host, sponsor and/or encourage a variety of social and family-friendly bicycle-themed community events year-round, such as a bike movie festival, a 4th of July bike parade, an “increase-your-appetite” Thanksgiving community ride, a dress-like-Santa community ride before Christmas, a bicycle fashion show (stylish alternatives to spandex), a Halloween bike decoration competition, a bike to the arts event, etc. Work closely with local bicycle groups, bike shops and schools. Provide appropriate safety measures such as road closures or police escorts.

Reference:
Napa Bike sponsors quarterly Ride-with-the-Board Ride
Eagles CC does 4th of July and Christmas bike rides.

- Consider offering a ‘Summer Streets’ type event, closing off a major corridor to auto traffic and offering the space to cyclists, pedestrians and group exercise events.

Do closed streets event to celebrate Atlas Peak bike blvds.

- Set up and promote a bicycle-themed community celebration or social ride each time a new bicycle related project is completed. This is a great way to show off the community’s good efforts and introduces new users to the improvement.

Reference multiple ribbon cuttings for Vine Trail improvements.

- Encourage local public agencies, businesses and organizations to promote cycling to the workplace and to seek recognition through the free [Bicycle Friendly Business program](#). Businesses will profit from a [healthier, happier and more productive workforce](#) while the community would profit from less congestion, better air quality, public bike parking in prime locations provided by businesses, new and powerful partners in advocating for bike infrastructure and programs on the local, state and federal level, and business-sponsored public bike events or classes. Your community’s government should be the model employer for the rest of the community.

Reference: Solano County Transit has a program active in Napa.

- Encourage Napa Valley College and Pacific Union College to promote cycling and to seek recognition through the [Bicycle Friendly University program](#). Many colleges and universities have embraced the growing enthusiasm for more bicycle-friendly campuses by incorporating bike share programs, bike co-ops,

Napa Bike will contact the new president and encourage application as BFU

bicycling education classes and policies to promote bicycling as a preferred means of transportation. The community could potentially profit as well:

Communities near a BFU such as Stanford or University of California at Davis have a very high number of regular bicyclists (as many students bike to campus, shops and restaurants), less congestion around campus, safer streets and university-hosted public bicycle events, programs and classes.

- Establish a community cycling center that assist commuters and tourists, and provides space for bike education classes with the markings painted on the lot. See what the Community Cycling Center in Portland, OR does: <http://www.communitycyclingcenter.org/>

Perhaps at Napa College? Just need large format bike Map.

- Recreational bicycling can be promoted through bicycle amenities such as a mountain bike park, a cyclocross course or a pump track. Ensure that the facilities are accessible by bicycle, so that there is no need to drive to ride.

Reference the BMX park in Kennedy park and Skyline.

Enforcement

Low hanging fruit and fast results

- Ensure that police officers are initially and repeatedly educated on the “Share the Road” message and traffic law as it applies to bicyclists and motorists. Training is offered by the International Police Mountain Bike Association, the Law Enforcement Bicycle Association

Work with John Robertson to create Road Respect pocket cards for officers to handout as they encounter educational opportunities with cyclists and motorists.

and the National Highway Traffic Safety Administration. Here are some recommended Law Enforcement Products: Bicycle Safety [seminar](#); National Highway Traffic Safety Administration [video](#); Law Enforcement's [Roll Call Video: “Enforcing Law for Bicyclists”](#); and [Enhancing Bicycle Safety: Law Enforcement’s Role](#) (CD-ROM Training).

- Have police officers distribute helmets, bike lights and bike locks (or coupons to the local bike shop for each item) to encourage all types of cyclists to ride more safely, discourage bike theft and remove the barriers to attaining these essential bike accessories.
Reference Sheriff's helmet program and bike rodeo program
- Ask police officers to use targeted information and enforcement to encourage motorists and cyclists to share the road safely. This could be in the form of a brochure or tip card explaining each user’s rights and responsibilities. Have information material available in Spanish, if applicable.
Road respect cart.
- Ask police officers to target both motorist and cyclist infractions to ensure that laws are being followed by all road users. Ensure that bicycle/car crashes are investigated thoroughly and that citations are given fairly.
Reference Napa Bike's practice of tracking all serious collisions.
- Enforcement practices could also include positive enforcement ticketing. Police officers could team up with local stores to reward safe cycling practices by

handing out gift certificates to cyclists who are “caught” following the law.

- Have a number of officers patrol streets on bikes, as it gives officers a better understanding of the conditions for cyclists. Also ensure that secluded off road paths are regularly patrolled to improve personal safety and encourage more people to take advantage of this amenity.
- Provide safety amenities such as adequate street lighting and emergency call boxes, and offer services such as non-mandatory bike registration and missing bike recovery assistance.

Reference Silverado Rest Stops organized by Napa Bike

- Pass more laws that protect cyclists, e.g. implement specific penalties for motorists for failing to yield to a cyclist when turning, make it illegal to park or drive in a bike lane (intersections excepted), implement penalties for motor vehicle users that ‘door’ cyclists, ban cell phone use and texting while driving, specifically protect all vulnerable road users, formalize a legal passing distance of 3 feet, and make it illegal to harass a cyclist.

Reference the laws which are already in place.

Evaluation/Planning

Low hanging fruit and fast results

- Regularly conduct research on bicycle usage beyond the U.S. Census’ Journey to Work report to more efficiently distribute resources according to demand. Conduct

yearly counts using automated and manual counters in partnership with advocacy organizations. Consider participating in the [National Bicycle and Pedestrian Documentation Project](#).

- **Use Volunteer Center volunteers to do bike counts.** Routinely conduct pre/post evaluations of bicycle-related projects in order to study the change in use, car speed and crash numbers. This data will be valuable to build public and political support for future bicycle-related projects.
- **Implement bike counts.**
- Adopt a target level of bicycle use (e.g. percent of trips) to be achieved within a specific timeframe, and ensure data collection necessary to monitor progress.
Reference the mode share % in the County bike plan.
- Expand efforts to evaluate bicycle crash statistics and produce a specific plan to reduce the number of crashes in the community. Available tools include [Intersection Magic](#) and the [Pedestrian and Bicyclist Crash Analysis Tool](#). See the report [Bicyclist Fatalities and Serious Injuries in New York City 1996-2005](#)
- **Reference County Bike Plan**
- Consider measuring the Bicycle Level of Service (BLOS) on community roads and at intersections, to be able to identify the most appropriate routes for inclusion in the community bicycle network, determine weak links and hazards, prioritize sites needing improvement, and evaluate alternate treatments for improving bike-friendliness of a roadway or intersection:
<http://www.bikelib.org/bike-planning/bicycle-level-of-service/> (roads) and

Train public works staff to think and plan in these terms, not just vehicle level of service.

<http://www.bicyclinginfo.org/library/details.cfm?id=4425> (intersections).

- Implement a community-wide trip reduction program or ordinance. See good examples [here](#).

Endorse and promote the 2-mile challenge. Further encourage the county's trip reduction plan among employees.

- Consider individualized marketing to identify and support current and potential bike commuters in your community. See what Bellingham, WA is doing: www.whatcomsmartrips.org

Reference Bike commuter of the year.

- Consider conducting an economic impact study on bicycling in your community. [Read about](#) what Portland, OR has done.

Reference Visit Napa Valley's recent analysis; they now consider bicycling strategically important.

- Establish a mechanism that ensures that bicycle facilities and programs are implemented in traditionally underserved neighborhoods.

Reference Eagle Cycling Clubs service to Vets at Vets home

Long Term Goals

- Ensure that there is dedicated funding for the implementation of the bicycle master plan.
Follow St. Helena's lead and allocate county funds.
- Work with your mountain bike community to develop a plan for off-road access to increase opportunities for [singletrack](#) riding within the community.

Reference Skyling, Oat Hill, Las Posadas, etc.

For more ideas and best practices please visit the [Bicycle Friendly Community Resource Page](#).