



Bike-Friendly Bexley Proposal

Project Summary and Goals

Yay Bikes! is excited to lead a public engagement campaign with the goal of creating an even more bike-friendly City of Bexley. The process will assist residents and other key stakeholders in evaluating existing infrastructure, examining best practices from similar communities, and establishing priorities based on the community's values to improve bike friendliness throughout Bexley.

Engagement process

The Bike-Friendly Bexley community engagement campaign includes three key elements:

- A **steering committee** who will oversee and provide input into the process and vet the recommendations before being presented to City Council.
- Two **public workshops** to gather public input and to generate support for recommendations.
- Six **bike rides** to gather feedback from participants, including five small group rides and one community bike ride.

Public Workshops

The first public workshop will focus on collecting participant feedback on current bicycle infrastructure and bike culture in Bexley. Participants will identify where they: (i) feel safe riding a bike, (ii) don't feel safe riding a bike, (iii) feel comfortable driving a car around people on bikes, and (iv) don't feel comfortable driving a car around people on bikes. Information about what leads to participants feelings of safety or danger and their recommendations for remediation will also be gathered. The primary goal of this workshop is to identify current strengths, challenges, and community priorities. The secondary goal is to assist in identifying additional participants for the stakeholder bike rides and recruit participants for the community bike ride.

The second public workshop will focus on collecting participant feedback on recommended interventions to improve bike friendliness. The process used to



identifying recommendations from feedback from the previous public workshop, stakeholder bike rides, and the work of the steering committee, will be available. The goal of this workshop is to gather feedback and edits on recommendations, identify community priorities, and build community support.

Bike rides

Yay Bikes! trained ride leaders will lead six bike rides in Bexley as a mechanism to gather community feedback on current conditions, educate participants on safe riding practices, and build support for creating a bike friendly Bexley. Three types of people will be recruited for these rides: active bike riders, those interested in who are not regularly riding, and people who infrequently or never ride a bicycle.

The routes for these rides will travel to common Bexley destinations, feature typical traffic scenarios, and travel on all corridor types. These rides will travel at a conversational pace and have frequent stops. Bikes and helmets will be loaned to participants who need them. Ride leaders will share useful information about how to travel streets safely given current conditions.

At each stop, the primary ride leader will ask open ended questions to gather feedback from participants about what is currently working well and recommendations for improvement. A scribe will record information from participants at these stops. Each participant will also receive a follow up survey by email immediately following the ride to gather additional feedback.

Five of these rides will be very small groups (4-5 participants) made up of participants representing key stakeholder groups. One ride will be open to all who live, work, shop, worship, attend school, or play in Bexley.

Steering committee

Yay Bikes! will lead, facilitate discussion, and support the work of a steering committee. We envision the committee to include 1-2 elected officials, 1-2 business leaders, 1-2 organization leaders, 1-2 community residents and 2-4 city staff or commission members with an understanding of the workings of the Service Department, Recreation & Parks, Police Department, Finance, Development Department, Building & Zoning Department, and Board of Health. Steering committee members should plan to attend the four steering committee meetings and the two public workshops, and are encouraged to attend one of the bike rides. The steering committee should include a mix of individuals who are regular bike riders, who occasionally ride, and who are interested but rarely (if ever) ride a bicycle.



The steering committee will meet four times:

- The first meeting will focus on: the process and timeline of this project; current conditions for people biking in Bexley as identified by the project team; possible filters to evaluate recommendations through; identifying potential participants to invite on stakeholder bike rides; and, the agenda and marketing for the first public workshop.
- The second meeting will focus on: feedback from the first public workshop and five stakeholder bike rides; possible types of recommendations to address identified challenges; a decision on the filter(s) to influence recommendations; the agenda for the second public workshop and community bike ride; and marketing and recruitment strategies for the second public meeting and community bike ride
- The third meeting will focus on: reviewing and discussing recommendations to create a more bike friendly Bexley.
- The fourth meeting will focus on: feedback from the second public workshop and community bike ride; edits to recommendations and priorities; and, the presentation to City Council.

Deliverables

This community engagement process will produce a prioritized list of recommended interventions to improve bike friendliness in Bexley. Recommendations will be based on stakeholder input and best practices from similar communities. This list will be provided as an electronic copy to city officials.

The second deliverable will be a slide deck (Google Slides format) that will summarize the recommendations presented to Bexley City Council. This slide deck will be provided as an electronic copy to city officials.

Timeline

We estimate that the entire planning process can be completed in 20 weeks. A tentative timeline is as follows:

- **Week 1:** Project kick off. The project team including Yay Bikes! Executive Director, City of Bexley Mayor and other necessary staff from each organization, will meet to: review, and if necessary, edit this timeline and proposal; set dates for the public workshops and steering committee



- meetings; and identify stakeholders to serve on the steering committee.
- Weeks 1-4: Preparation and research. Bexley staff will collect information on existing bicycle infrastructure, crash locations, and print three large maps to be used at steering committee meetings and public workshops. Yay Bikes! staff will conduct exploratory rides through the city to audit current conditions for people riding, draft routes for the stakeholder bike rides, and prepare for the first steering committee meeting. Potential steering committee members will be invited to serve by Yay Bikes! staff and/or if appropriate, Bexley staff.
 - Week 5: First steering committee meeting. The steering committee will meet to discuss the overall process and timeline, review research gathered by project team, discuss potential priority populations to filter decisions through, and discuss agenda of the first public workshop and stakeholder bike rides.
 - Weeks 6-7: Prepare for and publicize first public workshop. Yay Bikes! Staff will gather needed supplies and materials and coordinate targeted marketing to Bexley stakeholders. Bexley staff will identify a space for the workshop and publicize the workshop through its typical public engagement channels.
 - Weeks 6-9: Conduct stakeholder bike rides. Yay Bikes! staff will invite participants prioritized by the steering committee on one of the five stakeholder bike rides; conduct the rides; solicit feedback on both existing conditions and possible improvements; and, compile that feedback.
 - Week 7: First public workshop. At the workshop Yay Bikes! will collect participants' feedback on bicycle infrastructure and bike culture in Bexley; compile that feedback; identify additional potential participants for stakeholder bike rides; and, recruit participants for the community bike ride.
 - Week 10: Second steering committee meeting. The committee will review and discuss: feedback from the public workshop and stakeholder bike rides; the types of recommendations that could address gaps and prioritize; which priority population(s) will influence recommendations; and, the second public workshop and community bike ride.
 - Week 10-13: Draft potential recommendations. Yay Bikes! staff will draft potential recommended interventions based on the direction of the steering committee and best practices identified from other communities.
 - Weeks 13-16: Prepare for and publicize the second public workshop and community bike ride. Yay Bikes! staff will gather needed supplies and materials for both the workshop and community bike ride and coordinate targeted marketing to Bexley stakeholders. Bexley staff will identify a space for the workshop and publicize the workshop through its typical public engagement channels.



- Week 14: Third steering committee meeting. This meeting will review, edit and prioritize recommendations.
- Week 16: Second public workshop. At the workshop Yay Bikes! will present recommended interventions; gather participants' feedback; and, compile that feedback.
- Week 17: Community bike ride. Yay Bikes! staff will conduct a community bike ride with stops that highlight recommended interventions; solicit feedback on those; and, compile that feedback.
- Week 18: Fourth steering committee meeting. This meeting will de-brief feedback on recommendations from the public workshop and community bike rides, and make final edits to recommendations to present to City Council.
- Week 19-20: Final revision of interventions. Prepare slides and presentation for City Council.
- TBD: Final recommended interventions presented to Bexley City Council.

Budget

We have estimated a total project budget of \$15,000. These funds will primarily support Yay Bikes! staff in developing and leading the community engagement process, including preparing for and facilitating steering committee meetings, public workshops, and bike rides; and, writing a draft and final versions of the recommended interventions.

The breakdown of expenses is as Yay Bikes! follows:

- Process preparation: \$1,750. This will support Yay Bikes! staff to prepare for the engagement process, and conduct exploratory bike rides around Bexley. This budget assumes support from the City of Bexley for the identification of bike infrastructure, bike crash locations, and production of three large maps of the City of Bexley to be used in engagement processes.
- Public workshop and steering committee facilitation: \$3,300. This will support Yay Bikes! staff in preparing for the workshops and steering committee meetings, setting up the workshop room; leading/facilitating these events; taking notes during the events; and, summarizing feedback. We have included \$100 in the budget for supplies to support the workshops. This budget assumes support from the City of Bexley for space to hold the public workshops and steering committee meetings; and, to assist with marketing the public workshops.
- Community bike rides: \$4,850. This will support Yay Bikes! staff in designing and delivering the rides; coordinating the registration; providing insurance;



providing bike and helmet rental for up to 5 people at a time; and, collecting feedback during and after the rides.

- Recommended interventions: \$5,100. This will support Yay Bikes! staff in writing the draft recommendations; responding to feedback to create a final set of prioritized interventions; and, presenting those to City Council.

About Yay Bikes!

Yay Bikes! is a 501c3 organization that influences the conditions that help people safely and comfortably ride bicycles for transportation. Our theory of change identifies meaningful relationships, education, culture change, fun and love of place as factors that drive the adoption of active transportation lifestyles. Since 2009, we have ridden with thousands of people to help them gain the confidence and competence to ride more places more often, and better support those who already ride for transportation.

Accepted by:

A handwritten signature in black ink, appearing to read 'Catherine Girves'.

Catherine Girves, October 8, 2019

A handwritten signature in blue ink, appearing to read 'Mayor Kessler'.

Mayor Kessler