

# BikeCobb



**Family**



**Healthy**



**Recreation**



**Fun**



**Groups**



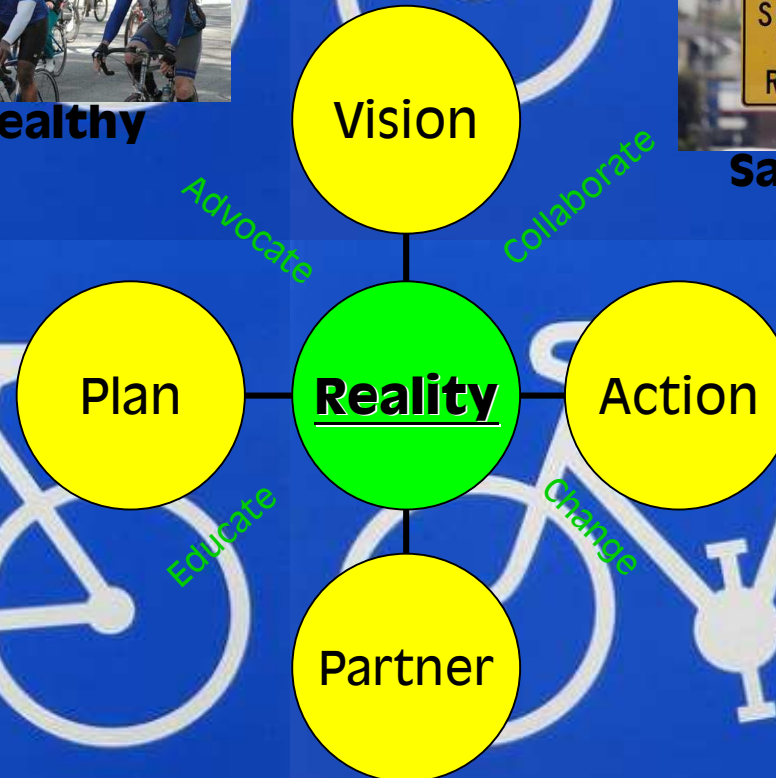
**Safety**



**Commuting**



**Sport**



**BikeCobb**

**Inaugural Meeting**

**March 31, 2008**

# Outline

- About Me – Joe Seconder
- State of Cycling / Overall Situation
- Facts & Figures
- Pending Legislation
- National Advocacy Efforts
- BikeCobb
  - Goals, Approach
  - Organizational Activity Since January
  - Efforts
- Future Activities
  - Near-term
  - 3-6 Month

# About Joe Seconder

- Teen/early 20's - riding in Michigan
- 1984 move to Marietta. No more riding.
- 2001: Europe (Zurich /Copenhagen)
  - Totally different perspective / Culture
  - Wife joined me on casual rides
- Career Experience
  - Shoe Salesman in college, 22-years US Army Reserve Officer (briefed 2-Star General for Iraqi Invasion), IT Consultant to Fortune 500 Companies
- Why I Ride
  - Live in the moment, Going Somewhere, Low-tech, Healthy, Social, Clothes, Alter-Ego
- NEVER Active Politically, etc.

# Motivation to do BikeCobb

- Bicycling as a Way of Life
  - 70-yr old women going to the grocery store, Family Vacations, Commuting, Recreation
  - Quality of life, Balance
- Part of a Community
  - Lived in Europe for 6 years, Retired from Army Reserves (“1 weekend/month”), now looking to contribute
- Didn't Exist
  - Google Search, Spoke to Shops
  - Marietta Streetscape Improvement (no bike accommodation)
  - Ride around the county safely (Come back home)
- Columns Drive
  - I wasn't around. Single Focus effort. In the past.

# Motivation to do BikeCobb

- Pockets of Hope
  - Roswell (File – Save As / Copy-Paste)
  - Urban Revitalization
  - Silver Comet / PATH
- MANY Cycling Organizations, Group Rides, etc.
- Changing Demographics
  - Young folks working in local planning offices
  - Moving from places in the country where facilities & infrastructure exist
  - Retiring Baby Boomers – Trying to stay active
- Traffic / Health (1984 to Present)
- Personal Gain
  - I want my wife to join me. Square to River, etc.

# BikeCobb - Approach

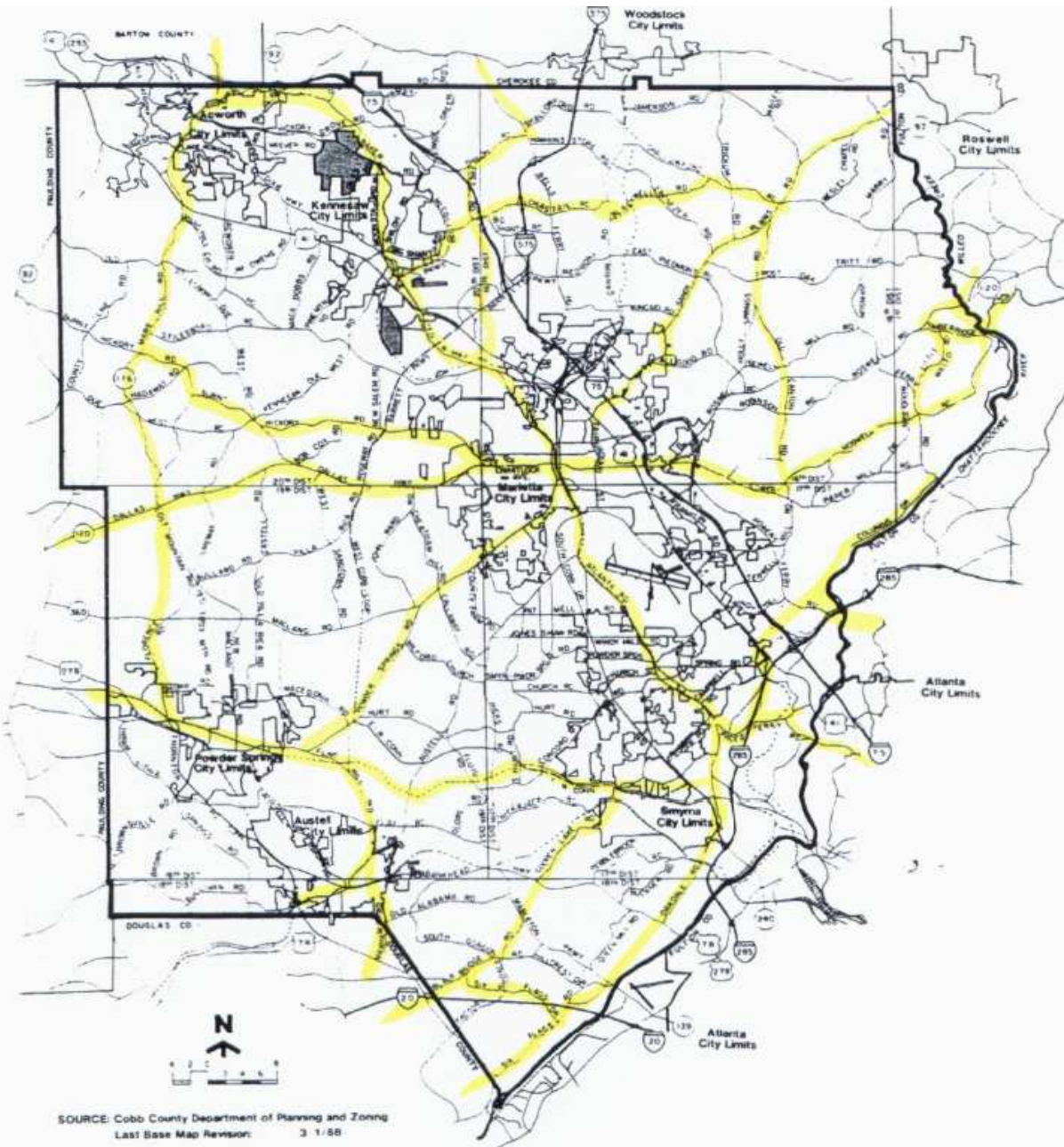
- Bike-Partisan
- Collaborate
- Broad-Based Network & Coalition
  - ARC, State, County, Local Governments
  - Other Advocacy Organizations; local, regional, state, national
  - Neighboring Counties
  - Liaison with “Partners” and “Influencers”
- Continuous Building of Relationships
  - 3-Degrees of Separation to get to Influencers
- Sustainable Organization
- Long-term focused

# BikeCobb - Approach

- Voices Heard
- Just Say Yes
  - If you say no, we'll find your neighbor, spouse, cousin, colleague, child to say yes.
- By changing (if necessary) the general mindset of the local staff and the general public, and by extension elected officials, many of the bike-friendly policies stand a better chance of implementation

# Situation: Yesterday & Today

- **Bicycling Facilities in Planning**



SOURCE: Cobb County Department of Planning and Zoning  
 Last Base Map Revision: 3/1/88

## COBB COUNTY, GEORGIA

### LEGEND

- Existing Road
- - - - - Approved Road Alignment
- ==== Existing Rail
- ~~~~~ Approved General Road Corridor

Cobb County Bikeway, Transportation, Greenway Plan Route

Source: Cobb County Bicycle Transportation Plan, April, 1993

BICYCLE AND PEDESTRIAN PROJECT DESCRIPTION FORM

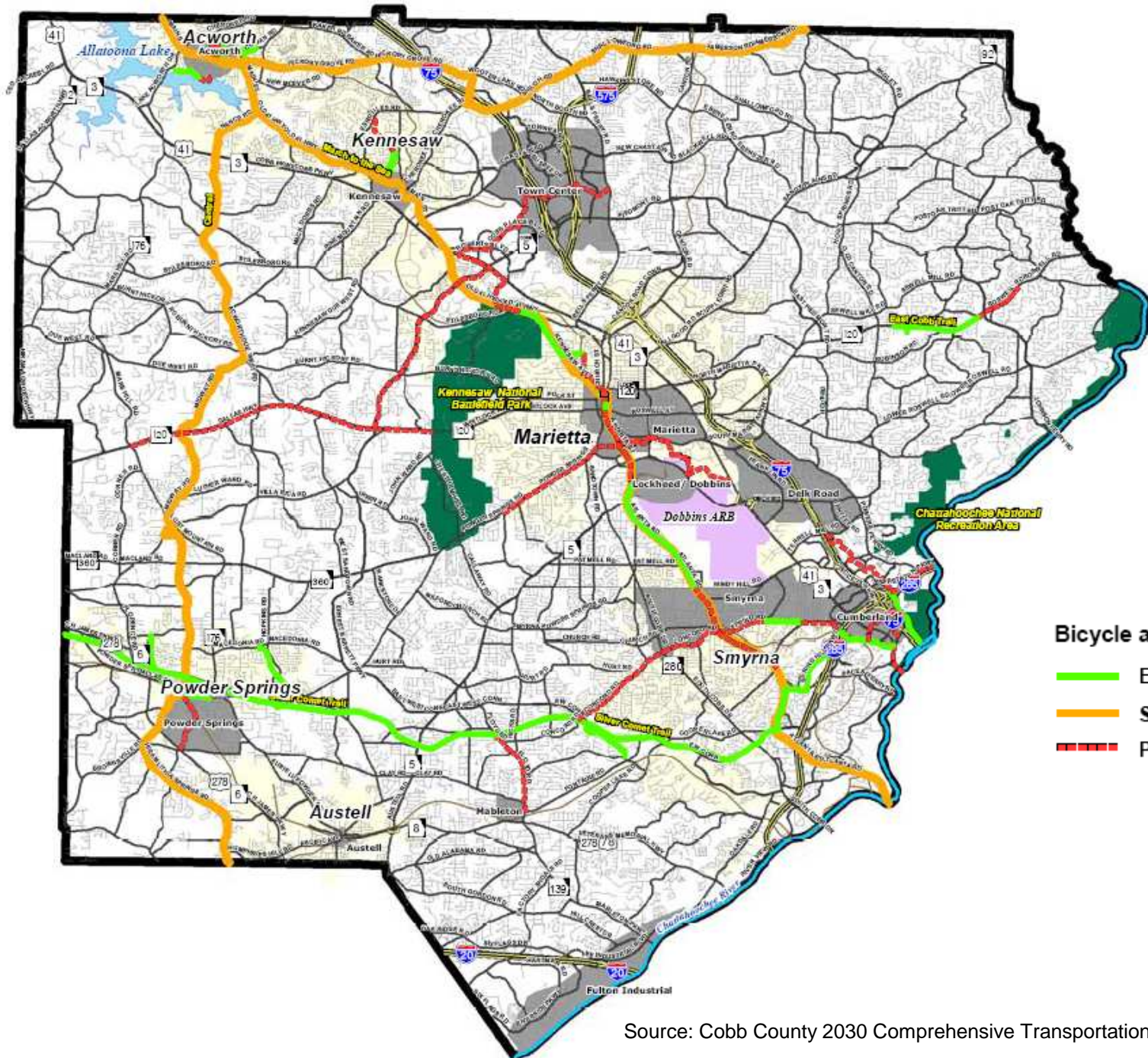
PROJECT LOCATION:	South Atlanta Road / Abandoned Rail, Cobb County
PROJECT LIMITS/ DESTINATION POINTS:	From Kennesaw Mountain to Stone Mountain along Louisville & Nashville Railroad and Atlanta Road
TYPE OF FACILITY	Class III on streets Class I off road
APPROXIMATE PROJECT LENGTH/WIDTH:	7.8 miles from City of Marietta to County Line
POTENTIAL FACILITY USER GROUPS:	Near a public library and public schools, Health Center. Collector for commuting to downtown Marietta and Cumberland Area.
POTENTIAL LINKAGES:	Mass transit Bus Routes, Fulton County & City of Atlanta. Serves as Connection with Cumberland Area.
ADDITIONAL INFORMATION:	This project was originally included in the 1973 Atlanta Metropolitan Regional Bike Plan.

Source: Cobb County Bicycle Plan, April, 1993

BICYCLE AND PEDESTRIAN PROJECT DESCRIPTION FORM

PROJECT LOCATION:	Willeo Creek Trail
PROJECT LIMITS/ DESTINATION POINTS:	Upper Roswell Road to Timber Ridge to Little Willeo Road to Johnson Ferry. Loop from Timber Ridge Along Chattahoochee River to Upper Roswell.
TYPE OF FACILITY	Type III on Road Type I along River
APPROXIMATE PROJECT LENGTH/WIDTH:	3.1 Miles
POTENTIAL FACILITY USER GROUPS:	A Waste Water Treatment Plant Parking Area shall act as Storage Area/Parking. Schools, Commuters with City of Roswell and Recreation along River.
POTENTIAL LINKAGES:	Trail will tie with Fulton County and Roswell Sidewalk Plan.
ADDITIONAL INFORMATION:	

Source: Cobb County Bicycle Plan, April, 1993



**Bicycle and Multi Use Trail Facilities**

- Existing Multi Use Trails
- State Bicycle Routes
- - - Programmed Trails

Source: Cobb County 2030 Comprehensive Transportation Plan - Final Report – 1/14/2008

Cobb Proj. #	PROJECT NAME	Project Phase	Scheduled Begin Engineering	Begin Engineering	Begin Property Acquisition	Sched. Construction Bid	Begin Construction	Project Complete
<b>ON STREET BICYCLE IMPROVEMENTS - Pedestrian and Bicycle Improvements</b>								
D10B0	On Street Bicycle Improvements 2006 Due West Between Burnt Hickory(S) and BH (North) <i>Intersection Batch #3</i>	Final Design	Jul-07	X	X	Nov-08		
<b>MULTI-USE TRAILS - Pedestrian and Bicycle Improvements</b>								
D11B0	SR120 Dallas Highway Streetscapes, Phase I Casteel Road to Villa Rica Way	Design	Jan-06	X		Jan-09		
D11C0	SR120 Dallas Highway Streetscapes, Phase II Villa Rica Way to John Ward Road	Design	Jan-06	X		Jul-09		
D11D0	Noonday Creek Trail, Phase I Kennesaw Mtn Battlefield Park to US 41	Design	Jan-06	X		Jun-09		
D11E0	Noonday Creek Trail, Phase II US 41 to Bells Ferry Road	Design	Jan-06	X		Jul-10		
D11F0	Spring Road Multi-use Trail Campbell Road to Cumberland Blvd. Bridge over I-285	Final Design	Jan-06	X	X	Jul-08		
D11G0	East Cobb Trail Extension, Phase I Merchants Walk/Providence Rd to Shady Hill Drive	Preliminary Design	Nov-06	X		Jul-09		

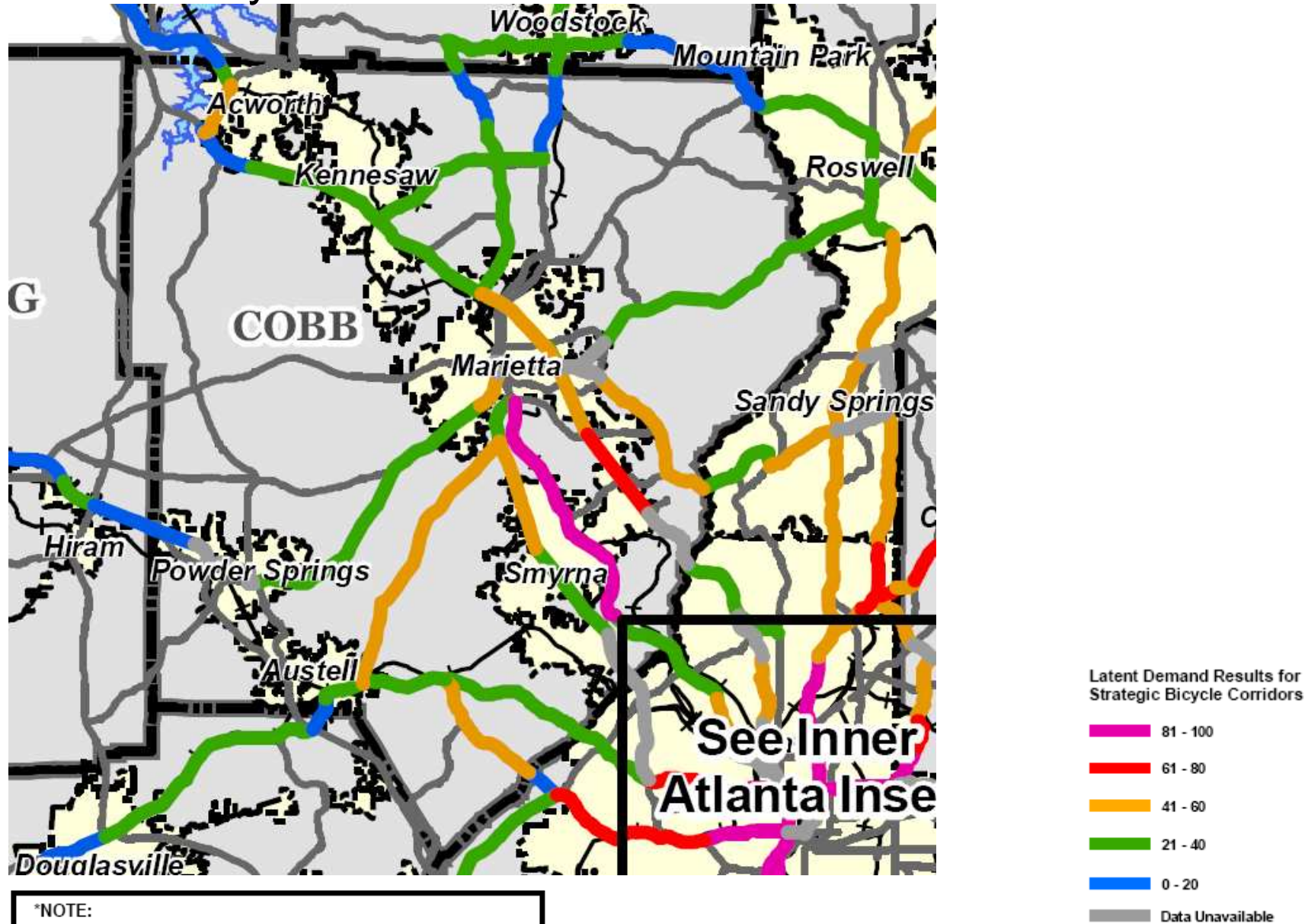
Source: Cobb Community Improvement Projects (CIP) 2005, Tracking Report 3/10/2008

# Additional Trails

- FY 2005: 30 Miles
- FY 2008: 38 Miles
  
- County-Wide: 2,437 Road Miles

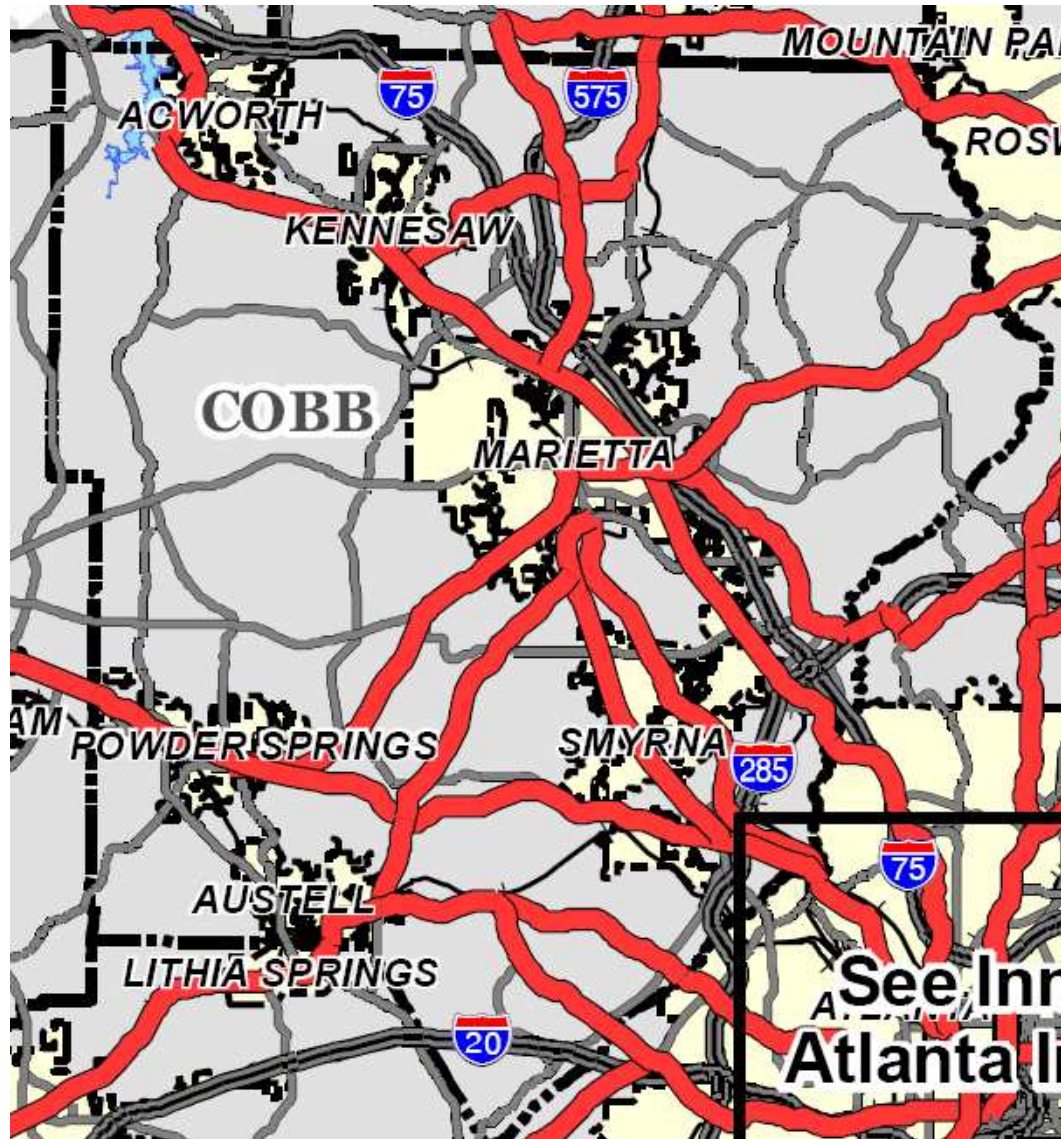
Build it and they will come

# Bicycle Latent Demand Results



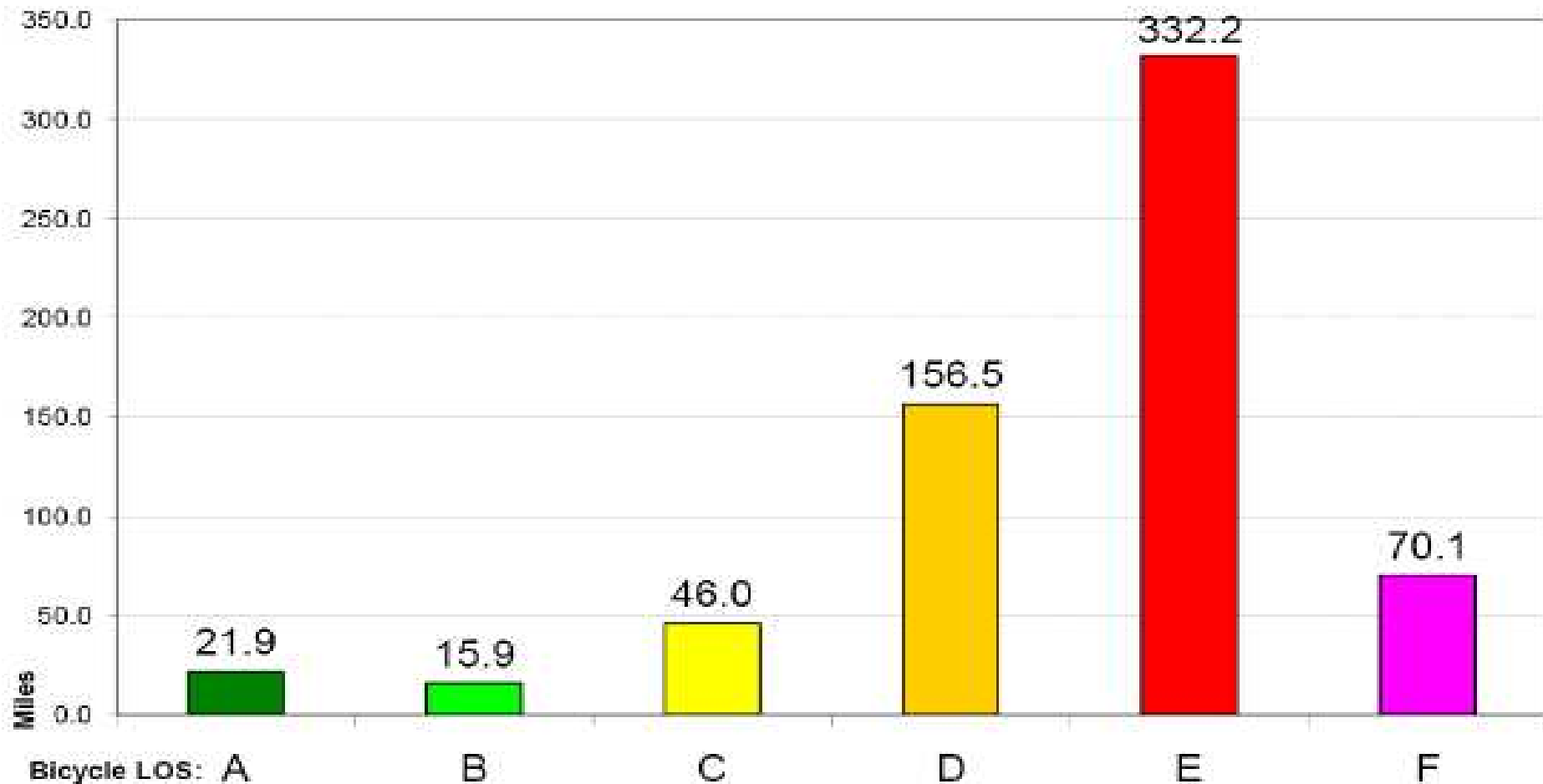
Source: Bicycle Latent Demand Results, ARC 2007 Bike/Ped Plan

# ARC – RSTS Strategic Bicycle Corridors



ARC can fund routes with a REGIONAL focus. (RSTS Roadway, link key destinations).

RSTS – Regional Strategic Transportation System



The distance-weighted average score for the ARC Bicycle Study network is 4.54, which translates to a Bicycle Level Service grade of "E."

# Demographics

- Aging Baby Boomers
  - 8% 65 yrs of older, going to be close to 20% in the 20 years
- Moving here from Elsewhere
- 41% have 4-yr degree
  - Highest in State
- Median Household Income: \$61,682
  - US: \$48,451, GA: \$46,832

# Health

- **Air Quality – New EPA Clean Air Test**
  - Future: 75 parts per billion
  - Current: 84 parts per billion
  - 5 years to attain
- **Unhealthy Days**
  - Current: 30 days above (1 in 5 days)
  - Future: 53 Days Above (1 in 3 days)
- **SB 506 - SHAPE Act; "Student Health and Physical Education Act".**
  - Local school to conduct physical fitness testing of students; PE instruction requirements
  - Nearly 30% Obese in Public Schools
- **Woodstock Mayor**
  - Lose 5,000 pounds for the city of 21,000 people
  - AJC Photo: Riding Bike

# Dr. Michael Chang

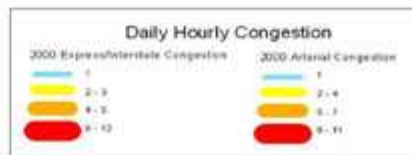
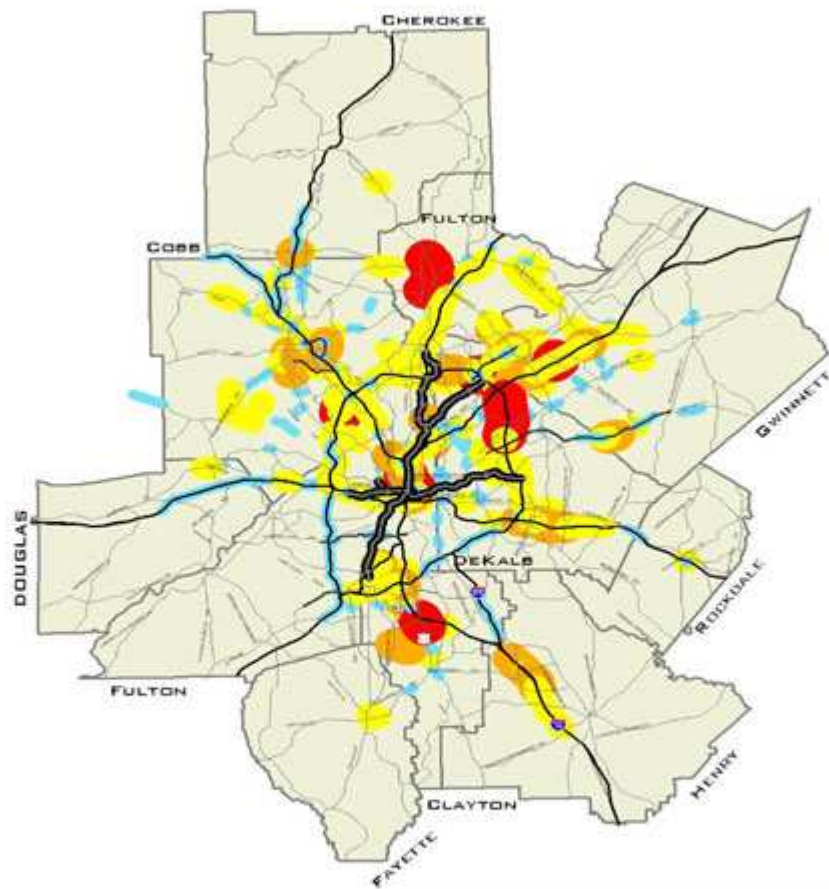
Sr. Research Scientist at GA Tech, on state's air quality forecasting team that issues smog alerts.

Q: If you were metro Atlanta's air quality czar and could implement any change you wanted, what would you do?

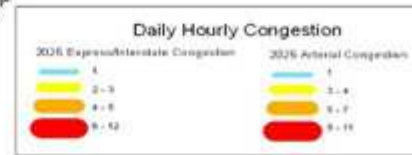
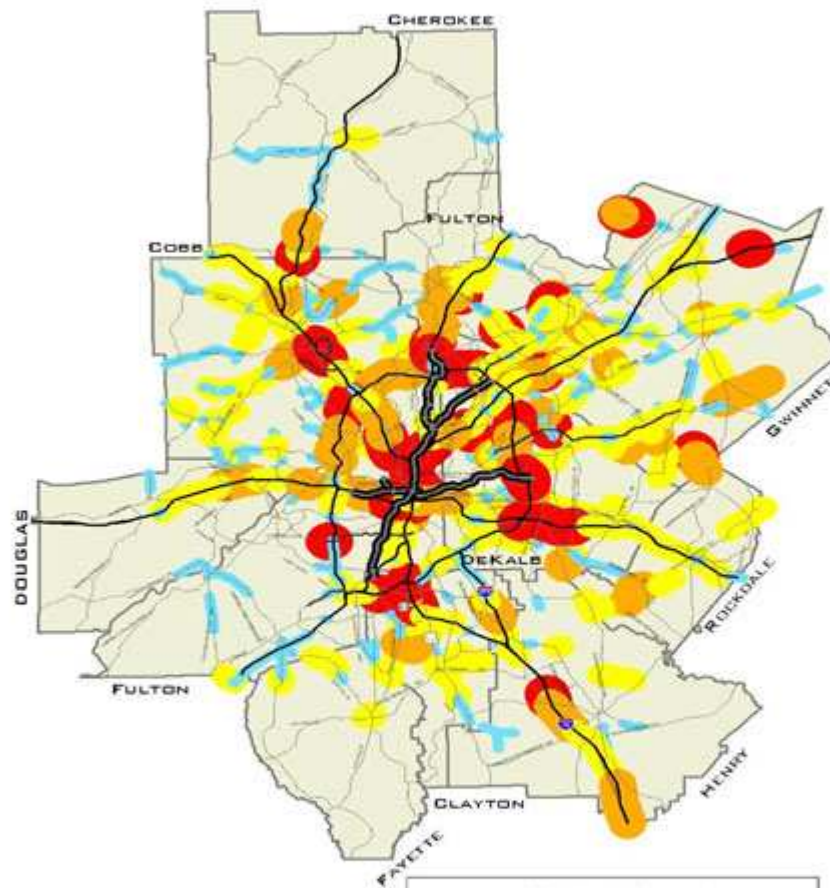
A: I'd be a very unpopular czar, I think. I'd keep traffic congestion pretty high. I would probably remove capacity from the roads. At that point you begin to see a radical change. ... Maybe more people move into high-rises. Maybe we figure out transit is the way to go, or [people decide] "Hey, you know, I can work at home." Or maybe they don't move here at all. They move to Macon, Columbus, Augusta and we start to spread the growth around to the benefit of us all, for our water and air quality.

# TRAFFIC CONGESTION MAPS FOR 2000 AND 2025

2000 Hourly Severity



2025 Hourly Severity



The results of the Atlanta Regional Commission's long-range 2025 Regional Transportation Plan were staggering, allowing congestion to get 30-45% worse even after \$37-40 billion was spent. Many of the region's areas will have bumper-to-bumper traffic for 6-12 hours per day. (shown in red)

# Facts & Figures

- In the U.S. more than 25% of all auto trips are less than a mile in length<sup>1</sup>
  - These short trips offer a terrific opportunity to take to the streets by foot or by bike instead of by car.
- 1969 appx 50% children in the U.S got to school by walking or bicycling<sup>2</sup>
- 2001 only 15%<sup>2</sup>
- As much as 20 to 30% of morning traffic is often generated by parents driving their children to schools<sup>2</sup>
- In the US, motor vehicle crashes are the leading cause of death for children ages 3 to 14<sup>2</sup>

# Facts & Figures

- Over the past decade, Atlanta area traffic grew 76%
  - From 15th to the 4th-worst traffic congestion in the country
  - Our traffic will be worse than Washington D.C.'s in the year or two
  - Sometime in the next 15 years, we pass up San Francisco for the No. 2 spot – lagging only behind L.A.
- The cost of congestion is staggering.
  - Lost time and excess fuel, this region lost well over \$2 billion in 2006.
  - 500% increase since 1990.
- Business leaders say traffic is the biggest hindrance to running and expanding their companies.

# Safety

Most incidents occurred along high-volume arterial or collector streets without dedicated bicycle facilities.

The speed differential between bicycles and adjacent motor vehicles contributes to accident risk, as do the many driveways present along some of Cobb's more well-developed roadways.

Almost two-thirds of incidents occurred at intersections...<sup>1</sup>

- Do you want Daddy to return home safely after his ride?

# Public Opinion Outreach Survey, 2006

- A majority of respondents favored improving public transit over building more roadways and think public transportation should be approved rather than new road construction.
- The primary recommendations for improving bicycle and intersection safety were:
  - Designated Bicycle Lanes (42.7 percent)
  - Sidewalks (34.5 percent)
  - Bike Paths (31.7 percent)

# On the Street

- Would you like to be able to ride from:
  - The Silver Comet to the square in Marietta for lunch?
  - Vinings to Kennesaw Mountain?
  - Alpharetta Greenway to the Silver Comet?
- Would you like your:
  - Children to have the ability to ride their bikes safely to school?
  - Club Rider/weekend warrior spouse to return home safely to their kids after an outing?
- Would you like to save the hassle of loading up all of your family's bikes and having to DRIVE somewhere to ride a bike?
- You feel so unsafe, you ride with your family on the sidewalk
- Lived in Metro Atlanta for so long, saw all the growth and are tired of the smog, pollution and traffic.

# Pending Legislation - Federal

- **Senate: S. 2686 IS Complete Streets Act of 2008**
  - All users of the transportation system, including pedestrians, bicyclists... are able to travel safely and conveniently on streets and highways.
  - Apply to both new construction and improvement projects. Simple improvements, such as re-striping for bicycle and pedestrian accommodation, may be encouraged in pavement resurfacing projects when they fall within the overall scope of the original roadwork.
- **House: H. CON. RES. 305**
  - Recognizing the importance of bicycling in transportation and recreation.

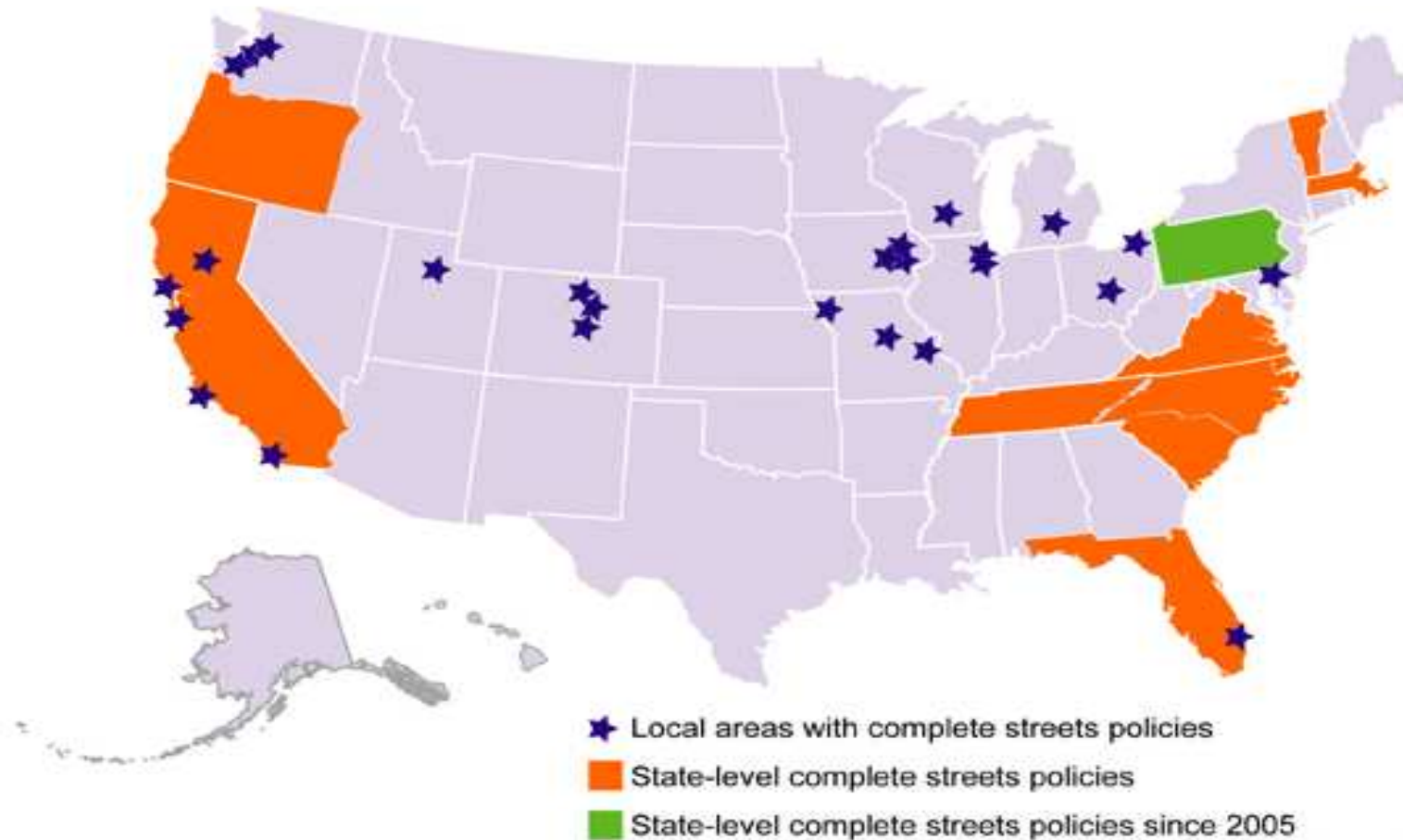
# Pending Legislation - State

- SR845

- To authorize county governments to propose for approval by the voters of their county a 1 percent sales and use tax to fund the construction of transportation projects; to limit the sales and use tax to a specified period;
- To build roads, trails, transit and commuter rail.

# Complete Streets & Routine Accommodation

- **Complete Streets**
  - Provide safe access for all users, including bicyclists, pedestrians, transit users, and motorists.
- **Routine Accommodation**
  - Bicyclists and pedestrians provided for when new roadways are constructed and for new and retrofitting existing roadways
  - Adopt development review regulations requiring developers to build bike & ped facilities as integral components of their transportation infrastructure.
- Establish guidelines for ensuring bike & ped connectivity between neighborhoods and among adjacent land uses. (cul-de-sacs)



## “CHICAGO’S COMPLETE STREETS POLICY

The safety and convenience of all users of the transportation system including pedestrians, bicyclists, transit users, freight, and motor vehicle drivers shall be accommodated and balanced in all types of transportation and development projects and through all phases of a project so that even the most vulnerable – children, elderly, and persons with disabilities – can travel safely within the public right of way.” 10/10/2006

# Safe Routes to School (K-8)

- Federal Program Established in 2006
- Georgia last State in the Nation to appoint a State Coordinator (Just two weeks ago)
- Has appx . \$14-16 M in unspent allocated Federal funds.

# Show me the Money – Where's the Pork?

- STP Urban (L230), CMAQ (L400) and Enhancement (L220), SPLOST, LCI, TAD, CID, SAFTEA-LU, TE,
- Congestion Mitigation Air Quality (CMAQ) funds
- Recreational Trails Program (Section 1109) funds
- The Transportation and Community and System Preservation (TCSP) Pilot Program
- Federal Lands Highway Program (FLHP)
- Job Access and Reverse Commute Grants
- Title 49 USC Grants
- Suburban Mobility Initiatives Program
- Regional Mobility Program
- State and Community Highway Safety Grants
- Land and Water Conservation Fund (LWCF) Grants
- Community Development Block Grants (CDBG)
- Healthy People 2010 Community Implementation Grants Program
- Bikes Belong Coalition
- American Greenways Awards Program, The Conservation Fund, The Robert Wood Johnson Foundation

# Where's the Pork?

In Cobb...

- \$2,979,573,000
  - TOTAL Federal Spending -2006
- \$97,670,825
  - Highway Planning & Construction FY 2005
- \$852,464,728
  - Cobb County FY 2008 Amended Budget
- \$1,000,000
  - DOT Resurfacing Projects
- \$16,892,216
  - Total of Projects in the Capital Projects Fund

# 2005 SPLOST

6 Year CIP Projected Sales Tax	\$633,933,252
Federal/State Funding	\$154,136,640
Other Funding (include interest, state grants, CID and developer contributions)	\$85,195,000
Additional GDOT Commitment	\$321,313,299
Total Funding for Transportation	<b><u>\$1,194,578,191</u></b>

Ped & Bicycle improvements:

\$35,124,800

Two Percent...

# Cost Examples

- \$10,000
  - Re-stripe roadway for bike lanes or shoulders (per mile)
- \$300,000
  - Add Paved Shoulders (per Mile)
- \$1,500,000
  - Detailed Corridor Study
- \$80 - \$200
  - Share the Road Signs (*How about doing this today?*)

# Comparisons

Location & Bike-Friendly Designation	Bike Friendly Date	Pop.	4-yr degree or > %	pct age>65	pct age<18	Median Income	Per Capita Income	Comments
Cobb	2013????	679,325	41	8	26.4	\$61,682	\$30,550	It took Roswell five years. 2008 we can lay the foundation. 2009 we roll up our sleeves and implement.
Chattanooga, TN Bronze	2003	152,000	22	12	21	\$36,981	\$23,187	Tennessee Riverpark, a 10-mile, \$12 million, multi-use path which follows the Tennessee River from downtown Chattanooga to the Chickamauga Dam. This facility provides a significant east-west corridor and recreational opportunity with further connections to an extensive greenway and bicycle route system in place or planned. An additional segment, the University Greenway, opened in August 2005, to connect the Riverwalk with the University of Tennessee at Chattanooga, elementary schools and residential neighborhoods. Chattanooga and Hamilton County have extensive mountain bike trails that in many cases connect directly with paved bicycle facilities. The Walnut Street Bridge serves as the pedestrian and bicycle link between downtown Chattanooga and the now-thriving Northshore District.
Cary, NC Bronze	2003	111,337	58.3	12	27	\$80,986	\$38,406	Cary requires bicycle facilities in the form of striped bike lanes or 14' wide outside lanes, on all new or improved collector roads and thoroughfares. Cary adopted an updated bicycle parking ordinance in 2006 requiring all new development to install bicycle parking facilities based on a ratio of automobile parking. Cary implemented 100 new bicycle parking spaces in 2006 to retrofit existing locations with bike racks.
Arlington, VA Bronze	2003	200,226	62.7	9	17	\$87,350	\$53,543	Arlington has an integrated network of facilities that puts more than 90 percent of households in Arlington within 0.25 miles of a designated bike facility. In recent years, the community has increased population without increasing traffic.
Roswell, GA Bronze	2006	88,465	50.9	9	27	\$106,219	\$40,106	In 2006, Roswell invested \$1,455,755 on trails and pathways for bicycles and pedestrians. Of that total, more that \$853,000 (or 59 percent) was spent toward the completion of a grant project along Old Alabama Road. Also in 2006 Roswell was awarded an \$800,000 Transportation Enhancement Grant to extend a multi-purpose trail. The Recreation and Parks Department also spent \$1.2 million dollars enhancing the Big Creek trails. Roswell also constructed an ADA-compliant trail at Big Creek Park connecting Northwood Elementary School to the Big Creek Park. Roswell has also improved Cox Road (1.5 miles) with wide shoulders at a cost of \$450,000, Norcross Street (1.7 miles) with wide shoulders at a cost of \$400,000 and Old Alabama Road reconstruction with bike lanes and a multi-use trail at a cost of \$1.5 million.
Portland, OR Gold	2003	529,121	32.6	11.6	21	\$40,146	\$22,643	The Bicycle Transportation Alliance, the nationally famous bicycle advocacy group, offers one of the nation's leading Safe Routes to School program in Portland. The bicycle is integrated into almost all actions taken by Portland, beginning in the Mayor's Office, right down to actions taken by our maintenance crews 60 percent of police officers downtown are on bike. Portland's bicycle network has grown from 60 to 260 miles since the early 1990s. Bicycle use has quadrupled over the same period without any increase in crashes.
Milwaukee, WI Bronze	2005	563,079	19.7	9.3	28	\$33,990	\$18,129	The city just reprinted the bike map, and offers an extensive Safe Routes to School program, well-attended Bike to Work Week, Critical Mass rides, weekly Midnight Bike Rides, Biketoberfest, Tour de Farce, IMBA trail training, regular city staff led tours of bike facilities, bike-in movies, and regular Road 1 classes. Recently completed a "maruspial bridge," which is an architecturally significant multi-million dollar bike/pedestrian bridge suspended from an existing bridge. The city also just striped 27 miles of new bike lanes and added a core trail (MUP) through the center of the city.

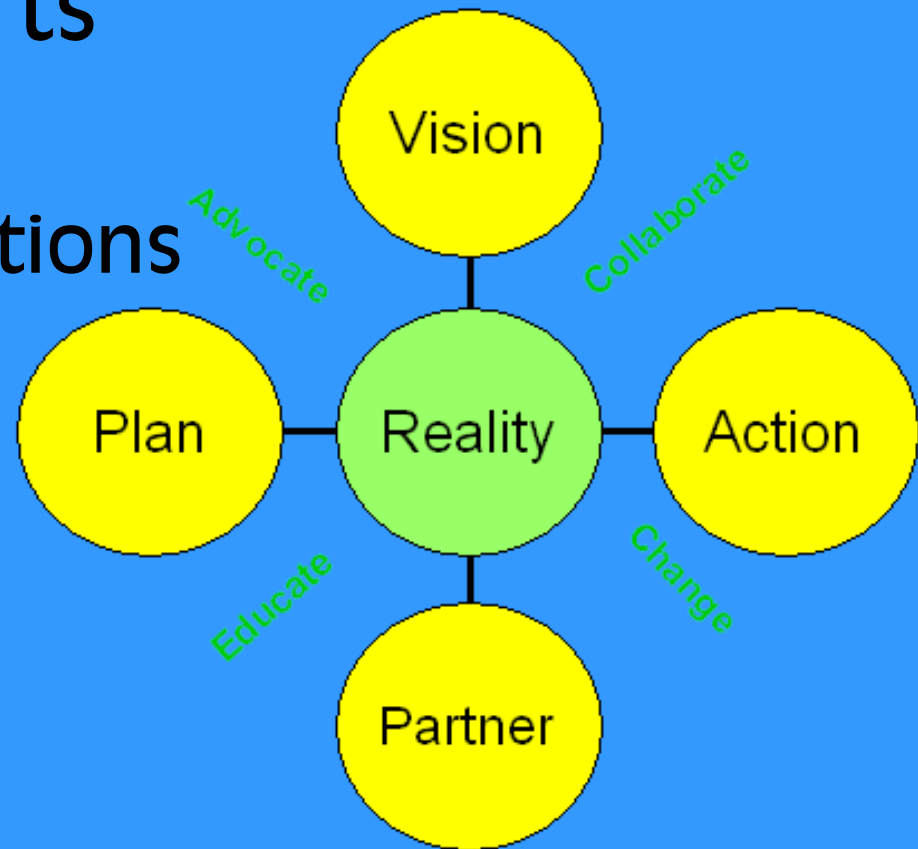
... look at what our neighbors in TN & NC have been up to...

# Now About BikeCobb

- Goals, Approach
- Efforts
- Organizational Activity Since January
- Goals
- Future Activities
  - Near-term
  - 3-6 Month

# BikeCobb - Approach

- Apolitical / Bike-Partisan
- Partner
- Focused Initial Efforts
- All-Volunteer
  - Set realistic expectations
  - Crawl-Walk-Run
- Synergy



# Expand the Network

- Cobb Cities
  - Mayors, Planners, DOT, Parks & Rec, Public Safety
- Neighboring Counties
  - Interconnectivity
- Major Employers, CCVB, Chamber of Commerce, Economic Development Entities
- CIDs, LCIs, TADs
- Universities & Schools (K-12)
- Health Care Organizations
- Over 55
- PATH Foundation, NPS
- VIP Bicyclists
  - Celebrities, Sports Figures, Elected & Key Gov't Officials

# Activities Since January

- **Yahoo Group Established**
  - Notifications to about 12 Cycling Organizations in the Metro Area
  - Calls, Visits, Posting Notices
  - 103 People. 50 “core”
- **Website Running**
  - [www.BikeCobb.org](http://www.BikeCobb.org)
- **e-mails, Calls & Visits**
  - Bike Shops, Silver Comet, Stores, Trek
  - many, many, many others
- **Research**
  - Who does what
  - Bicycle Advocacy 101
  - Laws, Policies, Plans

# Activities Since January

- Atlanta Bicycle Campaign
  - Established BikeCobb as their Cobb County BUG
- League of American Bicyclists
  - Registered BikeCobb as an Advocacy Organization
- Linked Websites
  - Georgia Bikes, SBL, AtlBike, Local Bike Shops
- Networking (“Sales & Marketing”)
  - Government (County, City, Regional, State, National)
  - Other: PTA, Sierra Club,
  - Merchants Assn (Marietta Square, etc.)
  - Bike Shops + “Natural” Bike Networks
- Meeting Attendance & Feedback
  - Joe Thompson Town Hall, Wigley Road project, Transit Planning Board

# **BikeCobb – Goals (Broad)**

- **Cobb County and Cities adopt and implement the Policy and Program Recommendations per ARC Bike/Ped Plan of June 2007**
- **Enact bicycle and pedestrian friendly policies**
- **Demonstrate a commitment to developing and funding local scale bicycle and pedestrian projects**

# BikeCobb – Goals (Specific)

- Designate Official Bike Routes to GA DOT
  - “The Department will accommodate bicycling improvements into all widening and reconstruction projects when there is an existing bikeway or if the project is on an approved Bike Route.”<sup>1</sup>
- Plan Projects that meet ARC Guidelines to Secure Federal Funding
- Create & Staff a full-time Bike/Ped coordinator staff position
- Invite BikeCobb to the Table
  - Planning & On-Going
  - Introduce to Other “Connector” Organizations
  - Partner with Cobb Bike/Ped Consulting Study

<sup>1</sup> GA DOT Design Guidance Memo, January 7, 2003

# Goals – Re-Striping Policy<sup>1</sup>

- Develop and adopt a protocol for roadway re-striping to better accommodate bicyclists on roadway segments where excess pavement width is available.
- Performed coincidentally with resurfacing projects
- Guidelines
  - 11' for speeds 45 mph or lower
  - 12' for speeds > 45 mph
  - 10' for speeds 35 mph or lower (Bike LOS 'B') assuming a small amount of truck traffic exists.
  - at least a 3-foot wide shoulder (to the outside of the repositioned edge stripe)
- To Sign & Mark as a Bike Lane, AASHTO Guide for the Design of Bicycle Facilities (1999) prefers 4' wide shoulders
  - it also states, "However, where 4-foot width cannot be achieved, any additional shoulder width is better than none at all."

<sup>1</sup> ARC Bike/Ped Study, 2007

# Sampling of Possible Efforts

- **Urban & Other Centers**
  - LCI, TADs, CIDs
- **Inform Citizens of Cycling Advocacy**
  - “Joe Q. Public does not know about SR 845 in the State Legislature or US Code TITLE 23 – HIGHWAYS, CHAPTER 2 - OTHER HIGHWAYS, Sec. 217. Bicycle transportation and pedestrian walkways.”
- **Education & Training**
  - Kids & Adults both Car Drivers & Bike Riders
- **Safe Roads**
  - Europe: Speed Cameras, Traffic Lights Camera, No Cell Phone Use, Driving Age = 21.
  - What can we do here and now?
- **Health Advocacy**
  - Partner with schools, PTA, Health Insurance Companies, Hospitals, Universities, Major Employers (note Fed Law for tax credits to commute)

# Rideable Centers Initiative<sup>1</sup>

- Concentrated Zones of Work, Live, Shop, Play
- 3-5 Mile Radius
  - 10 mph = VERY Comfortable Pace
  - 30 minute ride to destination
- Examples
  - Cumberland – Vinings – Smyrna
  - Marietta – Town Center
  - Kennesaw – Town Center
  - Acworth – Kennesaw
- LCI, TADs, CIDs, Enterprise Zones

# Cumberland CID

## Bike Paths

BIKE PROJECTS	DESCRIPTION	MONEY AVAILABLE	EST. COST
Cumberland Blvd.	From Spring Road to Cumberland Parkway	-----	.001 M
Cumberland Circle	Over I-285.	2001	.315 M
Paces Ferry Road	From I-285 to Paces Mill Road	-----	.077 M
Whitley Road	Whitley Road	-----	.009 M
Windy Ridge Parkway	From Powers Ferry Road to Cobb Parkway.	-----	.004 M
Interstate North Circle	From Powers Ferry Road to Interstate North Circle.	-----	.002 M
Interstate North Parkway	From Fulton County to Powers Ferry Road.	-----	.001 M
Windy Hill Road	From Wildwood Office Park Trail to Windy Ridge Parkway	-----	1.20 M

Projects are at the discretion of the Cobb County and Georgia Departments of Transportation.

Note: some of these have been completed

# Upcoming Activities

- **Bicycle Facilities Design Course**
  - GA DOT & Coosa Valley RDC/Bike! Walk! Northwest Georgia sponsoring National Highway Institute Course No. 142046 “Bicycle Facility Design” April 29-30, 2008
- **Go By Bike Challenge**
  - One World Two Wheels (Trek)
  - Contest. Bike, Jerseys, Gear giveaway
- **AJC 500-Word Guest Column**
- **Marietta Daily Journal**
- **Group Ride?**
  - Provides a Focal Point, Identity, Brings in the riders to the community & vice versa
  - Marietta Square? Wed night?
- **May: National Bike to Work month**
  - “PR Event?, Bike to work County communication (Health, parks & recreation)

# Future Potential Activities

- **Safe Routes to School**
  - Partner with School Districts, PTA, State DOT, & County Agencies
  - Designate Quick Win “Pilot”
  - Get Grant Proposal / Application ASAP
- **Share the Road Signs (Now, please??)**
  - Placed near:
    - High-traffic arterial locations with high probability of bicycle activity (Safety)
    - CIDs, TADs, LCIs, Parks (Safety)
    - Major routes into the county (Driver “Ed” & Awareness)
  - General Fund = ASAP (e.g.; 30 \* \$150 = \$4500)
- **Re-striping on current resurfacing project already in the works**

# Conclusion

- Can't change the past
- 2008 is a good year
  - Cobb will be doing a Bike/Ped Study.
  - Elections in the Fall (Federal, State & Local).
    - In office now = action now.
    - Candidate now = promise now = accountable when in office.
- Phase I is over, now it's up to all of us
- YOU:
  - If Joe were to leave tomorrow, this effort must continue.
  - It can't be micro-managed between a handful of key individuals.

*We're not just organizing a ride...*

*We're*

*Organizing a Movement*

# BikeCobb



**Family**



**Healthy**



**Recreation**



**Fun**



**Groups**



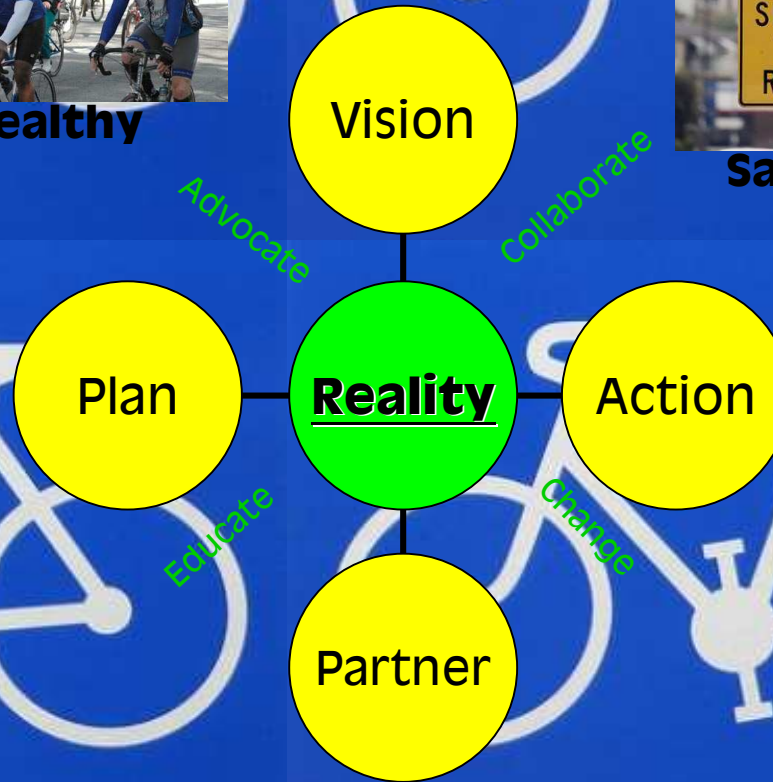
**Safety**



**Commuting**



**Sport**



People

Business

Government

Civic

**Synergy**

**Synergy**

**Synergy**

# To-do: Internal Activities

- Organize
  - Formalize BikeCobb as non-profit
- Staff
  - Appoint/Elect board members & key supporting roles
  - Establish Membership (dues-paying)
- Equip
  - Tools in-place
    - Advocacy Quick Reference
    - Membership and key contacts database
- Train
  - “Bicycling Advocacy 101”
- Deploy
  - Just do it

# Organizational Structure

- Don't want to reinvent the wheel
- Be able to transition Key Individuals
- Non-Profit
  - 501(c)(4) (e.g.; Bike Roswell) –vs- 501(c)(3) (e.g.; ABC)
- Paid Membership
  - Discount at Member Shops
- Quarterly Newsletter –vs- eNotification

# Membership

- Apolitical / Bike-Partisan
- Broad-Based Representation
  - Traditional Cyclists, + Casual Recreational Riders
  - Influencers, Partners
- Young & Older
  - Newly-retired Baby Boomers
- Soccer Moms
- Diverse / Multi-Ethnic/Cultural
- Geographical
  - N,S,E,W Cobb
  - Cover each region + each city
- Neighbors
  - Paulding, Fulton, Cherokee, Bike! Walk! Northwest Georgia

# People Structure

- Executive Committee
  - Key Government, Business & Civic Leaders
- Pres, VP, Treasurer, Scty, Membership, Marketing & Communications, Advocacy “SME”
- Liaisons
  - County & City Government
  - Advocacy
  - Business
- Committees
  - Children (Ed & Safety), SRTS
  - Events
  - Grants