

This Strategic Plan articulates an overarching vision for Salt Lake County and provides a concrete, specific plan of action that will empower and guide the community toward this vision. It is a dynamic plan that relies on broad community participation.

The Vision of SLCBAC: To become a premiere bicycling community for recreation and practical transportation.

The vision statement concisely describes a future Salt Lake County in which biking is more fully integrated into the life of the county. Attaining this vision will require a strong commitment by individuals and organizations throughout the community, and a significant investment of time and resources.

There are four overarching goals within this plan, each to address one of the four major areas of focus:

- 1) Community culture
- 2) Safety
- 3) Connectivity and accessibility
- 4) Implementation and funding

Each goal has a set of strategies to provide a *conceptual* framework or method for how the goal can be achieved. In turn, each strategy has a set of detailed action steps for its implementation. To help guide the implementation of the plan, we have prioritized the actions and noted where community partners can help.

**** NOTE:** This plan is advisory only and is intended to serve as a guide to action by the County, other agencies, and the community. It does not obligate the County or any other entity or person to implement any action. It is expected that as time and budgets allow, the feasibility of individual actions will be considered for implementation.

Purpose

The goal of this 5-year Strategic Plan is to forge a path for Salt Lake County to follow, to become a more bikeable County. This plan is not a regulatory plan and will not be adopted as policy, nor is it a capital improvement plan that details the cost of specific infrastructure improvements. Instead, it is a guide for the County staff, community members, and businesses/organizations to use as we all work toward a common vision of increasing the use of bikes in our community.

To make this vision a reality, the plan identifies goals, strategies, and actions that are tangible and achievable within the next five years. Actions address not only bicycle infrastructure but other elements that impact biking – such as safety, education, encouragement, and funding. This plan supports community efforts toward addressing sustainability, long-term transportation concerns, and the challenges of air quality and pollution in the valley. It furthers the community's goals of equity - a truly bikeable County is more equitable because everybody will have the same mobility opportunities as the driving population. Moreover, a bikeable county supports active lifestyles and will improve overall community health.

The Plan is intended to be used in several ways:

- 1) To involve the community (county-wide) in a concerted, structured effort to improve the experience of biking in Salt Lake County;
- 2) To guide Salt Lake County Transportation/Planning/Engineering and other County staff in their work to make Salt Lake County more bikeable; and
- 3) To coordinate the activities and programs of many different organizations, non-profit, and government agencies that promote biking in the County.

The plan is a tool to create new partnerships between community organizations, Salt Lake County, local and national businesses, cyclists of all abilities and interests, and the general public to help build a more livable, active, sustainable, engaged, and equitable County. Community members have already demonstrated their commitment to the plan's vision by actively participating in workshops, summits, and advisory committee meetings. These next five years will be exciting as we work to make the vision of this plan a reality!

***Resources / Documents Referenced:**

- Salt Lake County Bicycle Best Practices (BPP)
- Utah Department of Transportation (UDOT) Planning Division's Pedestrian and Bicycle Guide
- Utah Bicycle and Pedestrian Master Plan Design Guide

To keep the Plan active in the community, four key components are necessary:

- (1)** Strong leadership from community members and partner organizations to ensure that the efforts being implemented are in line with the goals of the plan and that activity progresses.
- (2)** Community and partner organization involvement in implementing the actions identified in the plan.
- (3)** Systematic monitoring to track progress of plan implementation and help identify needed changes to the plan.
- (4)** Annual review of the plan with a full update after five years to ensure that the plan is congruent with the needs of the community.

SLCBAC ROLE

The primary role of the SLCBAC is to advise the county on plan implementation; however, if members of the committee want to work on specific action items, small working groups and sub-committees should be formed to accomplish these tasks. SLCBAC's responsibilities will include many of the following activities:

- Approve an annual work plan developed in collaboration with other partner groups and the Mayor's office.
- Develop priorities for plan implementation within financial constraints.
- Develop benchmarks and collect associated data to monitor and document plan implementation.
- Publish annual report to share progress with the community, city councils, county, and others.
- Serve as liaisons by connecting key community members, community groups, and organizations and encouraging participation in implementation.
- Assist in Identifying grant opportunities to fund plan implementation.
- Involve the community by allowing feedback and input on the Strategic Plan
- Plan an annual Biking Summit/Event

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| Goals |
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Goal 1: Foster and develop a community culture that encompasses all of Salt Lake County and that is supportive of biking as an important, accessible, and safe mode of transportation and recreation.

Goal 2: Increase education and safety (both real and perceived) for bicyclists, pedestrians, and motorists.

Goal 3: Improve connectivity for cycling to create accessible, efficient, and convenient methods for bicyclists to travel to the places where they live, work, and play.

Goal 4: Build productive partnerships with politicians, community groups, township and community councils, businesses, organizations, and others, to obtain stable and diverse resources to sufficiently implement, promote, and sustain the plan.

GOAL 1: Foster and develop a community culture that encompasses all of Salt Lake County and that is supportive of biking as an important, accessible, and safe mode of transportation and recreation. Foster a community culture supportive of biking. Make biking attractive to the community as a safe, efficient, healthy, and important mode of transportation and recreation.

This goal looks beyond the physical infrastructure of the county to include strategies and actions that will make biking an integral part of the county's overall culture. These strategies and actions support efforts that will increase the community's exposure to biking and encourage biking as a means of commuting to and from work/errands/play.

| Goal: 1 | Strategy | Actions (What needs to happen?) | Partners (Who can take this on or help?) | Priority (How important is this?) 1-5 |
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| 1.01 | Create an "all-inclusive" marketing campaign to raise awareness of biking across culture, age, ethnicity, income, etc. | Create cross-cultural / lifestyle images and slogans that publicize bicycle-friendly events and integrate them into event marketing materials. Identify target communities and languages/images. Work with a marketing/design firm. Identify the communication media that will have the greatest impact (print, radio, billboard, TV, online, etc). | SLCBAC Communications Subcommittee, Cycling Utah, County Graphics Department | 3 |
| 1.02 | Organize biking events at the city level within the county and identify methods of encouraging these active community events to be organized by locals of that city. Organize events in unincorporated areas of the County, e.g., townships. Host an annual county-wide event to bring all the cities together (Tour de County). Host a legislative ride that ends at the Capitol to increase awareness of cycling issues. | 1) Identify which bike activities are going to be most effective in tying in the mission/vision of SLCBAC. 2) Work with organizers in each city/township to see if there are existing events. If not, talk to them about creating events and find a point of contact within each city/township to work with to set up the event. Refer to pg.60-65 of the BBP. | Cities and townships, SLCo, Bike Utah, Visit Salt Lake | 3 |
| 1.03 | Help promote other biking organizations through the SLCBAC county website and SLCBAC social media channels to create a cohesive network of support and awareness in the community. | 1) Identify other organizations that are allies. 2) Compile a list of current contact information for those organizations. 3) Ask those organizations to also help advertise for SLCBAC through their own website/social media channels. 4) Contact all local bike shops and identify how SLCBAC can advertise on their website/in their store. 5) Work closely with local bike shops to create a cohesive "community" for riders of all ages and abilities. | SLCBAC Communications Subcommittee | 4 |
| 1.04 | Incorporate cycling into other County initiatives, specifically sustainability, health/air quality, and accessibility. | Have a SLCBAC representative attend public meetings and county events that are discussing other issues where cycling can play a key role and speak on behalf of the cycling community to use cycling as a tool for change. | SLCo | 4 |

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| 1.05 | Establish a supportive cycling culture within the County offices and amongst County employees to set a positive example for others to follow. | 1) Identify incentives for workers to ride. 2) Work with the county and individual cities to create an employee packet and/or incorporate biking-to-work benefits into new hire packets and employee human resource (HR) materials. 3) Encourage retrofitting of existing facilities and building in new facilities to support bike commuting (lockers, showers, etc). 4) Research the monthly credit that's available to bike commuters and advertise it. 5) Establish a fleet of bikes and promote the use of bicycles for work use among city/county employees. Clearly identify bicycles in the county fleet as being county bikes by using SLCBAC logos/stickers. | SLCo and cities | 4 |
| 1.06 | Encourage and promote transit-connected commuting/recreation opportunities. | 1) Continue to work with Utah Department of Transportation (UDOT) and Utah Transit Authority (UTA) to integrate mass transit and bicycles. 2) Establish a Utah Bicycle Transit Authority (UBTA) to implement Wasatch Front Bicycle Improvements). 3) Work with UDOT and UTA to develop, update, and simplify an easy-to-use online bicycle trip planning feature (with easy-to-use/understand maps) that takes the entire County and existing transit connection options into consideration. 4) Tie into existing marketing campaigns to connect bikes/transit. 5) Work to place a bicycle welcome center at the airport (or tie into existing "information" booth) that provides information on bike rental/bikeshare programs 6) Increase awareness/use of existing mapping system(s) that show the transit connections available. 7) Utilize on-transit marketing opportunities to advertise cycling campaigns and SLCBAC's work. | UDOT, UTA, SLCo Planning/Engineering | 4 |
| 1.07 | Develop and promote programs that encourage people to shift from driving to biking for short trips. (*Safe routes to school could be included in this). | 1) The majority of trips are made within less than 3 miles of home. Promote health, cost savings benefits of biking. 2) Provide incentives. 3) Tie into the Clear the Air Challenge? 4) Refer to Pg. 59 of the BBP. Increase bike maintenance "stations" to reduce fear of flats and other common bike maintenance issues. Add more around the city like those along the Jordan River Parkway and shared tools "kiosks" with access to patch kit and other "quick repair" items. (Long term possibility: an app and a "sag wagon" contact to bike ambassadors that can respond in person or via phone/text with help/advice). More bike maintenance/bike shops needed in underserved areas of the valley. | UDOT, UTA, State of Utah, Utah Schools Districts, *Safe routes to school, Bicycle Ambassador Program, Drivers Ed, etc. (UDOT funding for safe routes, Pg. 24 (4.1.3 | 4 |

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| 1.08 | Work directly with K-12 and college groups to promote cycling to school and encourage more students to use bikes. Encourage bicycle transit for students; discourage motor transport and idling. | 1) Find point of contact for each school district and set up meetings to discuss how we can help them incorporate bike friendly programming into schools. 2) Implement "Traffic Gardens" for childrens' bicycling training in K-12 schools. 3) Encourage recess bike rides on school property with a trained adult leader. 4) Implement bike to school benefits for students and teachers. 5) Implement bike mechanics classes in high school and trade schools (or incorporate it into existing "shop" classes). | SLCo school districts, colleges, universities, etc. | 4 |
| 1.09 | Encourage businesses/organizations to provide incentives to employees that bike. | 1) Research and gather data on how cycling improves business/economy, health. 2) Survey local businesses on current practices and gauge interest in increasing bike programs. Educate businesses about why it's important to be bike friendly and provide recognition for those that are. | Chamber of Commerce, SLCo businesses, County economist | 4 |
| 1.10 | Advocate for mixed-use development in new and existing neighborhoods. | 1) Research and gather data on the benefits of mixed-use developments and communities (Refer to pgs. 6-15 of the BBP). 2) Find other examples of how to do it "right". | Planning, Engineering, Urban Planning/Design, City/County | 4 |
| 1.11 | Reduce/prevent bike theft. | 1) Create working group that focuses on ways to reduce and address bike theft. 2) Help implement county-wide "neighborhood watch" type program to discourage theft. 2) Increase penalty for bike theft. 3) Have a DIRECT line or web form to report suspicious bike activity. 4) Work with local pawn shops to discourage bike pawning/sell. 5) Have a central point "hub" to post "Stolen Bike Alert". Involve all bike advocacy social media sites and groups/ pawn shops/unified police system. "Ping" all parties (use "tile"). 6) Work with businesses and bike shops to have them provide information about how to lock one's bicycle with every bicycle purchase | Police departments | 4 |
| 1.12 | Implement consistent and effective bicycle registration and tracking. | 1) Research current law on bike registration and create awareness of the law. 2) work to pass a law to regulate bike registrations and a system to track data. Be sure there's a system in place with the police department that can track bikes by registration to aid in reporting/recovering lost/stolen bikes. (Consider using electronic or online registration methods, moving away from paper forms). | Bike shops, Bike Utah, Cycling Utah, Utah Legislature, WFRC | 4 |
| 1.13 | Tie into existing groups and events, including the Bike Summit, Bike Rodeo, SLC Bike Party, Salt Cycle rides/events, Tour of Utah, planned races and rides, etc. | 1) Research all the local rides/events and create a document that lists current point of contact (POC) information for each event. 2) Contact the event organizers to see how SLCBAC could become involved. | | 4 |

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| 1.14 | Increase awareness of SLCBAC and the work of the Committee throughout the County . | Utilize pedicabs, bike couriers, and other bike businesses to advertise and help spread the message. Place signs/advertisements/marketing materials inside local bike shops and other high traffic areas to increase awareness of the SLCBAC. Use the NEW logo! More messages on existing billboards informing the public about policy changes, laws, such as motorist awareness of the cycling community. Secure business marketing and promotion, sponsorship, and assistance. | | 3 |
| 1.15 | Maintain an open and ongoing dialogue with the public to get input on bicycle issues. | Encourage input from the public at SLCBAC monthly meetings. Conduct regular surveys of the public, including current and potential cyclists to find out what issues/concerns/needs they have. Set up an online survey to gather public input on various topics as needed. | SLCBAC Communications Sub-committee | 4 |
| 1.16 | Use art to increase interest and awareness. Find FUN visual ways to get people excited about cycling (incorporate education wherever possible)! | Research the laws on what's allowed in terms of painting on roadways/sidewalks/etc. Find artists willing to donate their time to help paint bike-friendly messages/murals/street art. | Art Alliance, UMOCA, local artists, "gallery roll" (SLC Gallery Stroll), etc. | 3 |
| 1.17 | Bring cycling tradeshow, such as ProWalk/ProBike, Interbike, to the City/County to place SLCo on the map as a world class cycling destination. | Research existing cycling-centric tradeshow/conventions and work with the organizers of those tradeshow to bring them to Salt Lake County | Visit Salt Lake, SL Co, SL City | 4 |
| 1.18 | Encourage and support the implementation of bike-share programs in cities throughout the county. | 1) Take what SLC has done and expand county-wide to include other cities. 2) Tie bike share into transit hubs in other cities. 3) Make the bike share program work with existing program and transit options. 4) Connect from the airport! | SLC Bike Share, SL City | 3 |
| 1.19 | Assist in organizing/encouraging community bicycle advisory committees for each jurisdiction | 1) Create a "how to build your own bike committee" program. 2) Host workshops and invite multiple cities/townships to attend. 3) Contact the mayors, city councils, township and community councils, or others that can help us establish this program in each city/township. 4) Set up appointments and begin training other cities on how they can have a SLCBAC style committee to further cycling in their city/community. | BAP | 4 |
| 1.20 | Question candidates running for public office on bicycle issues and bring cycling to the forefront of public debate and political discussions. | Share results with the public and keep the public informed about the stand that different candidates take on biking issues. | Cycling Utah | 4 |

GOAL 2: Increase safety (both real and perceived) for bicyclists, pedestrians, and motorists.

Work closely with city and county governments on bicycle-related laws and enforcement to effectively enforce laws that affect bicyclist and pedestrian safety.

Effective enforcement of laws that protect the safety of others can help address conflicts between motorists, cyclists, and pedestrians.

| Goal: 2 | Strategy | Actions (What needs to happen?) | Partners (Who can take this on or help?) | Priority (How important is this?) |
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| 2.01 | Implement an ongoing safe cycling education program for K-12. Include information on safety, skills, and law and how to properly lock bikes to prevent theft. | See what currently exists in other states/cities. Contact school districts to see what programs can be developed. Work with the SLC Bicycle Collective, YWCA, and Boys and Girls Clubs for after-school educational programming. Refer to BBP page #57. | Bike Utah, Utah Police Departments, SLC School Districts, UDOT, Select Health*, Intermountain Healthcare*, Bike Ambassador Program. Salt Lake Police Department bike safety program, Bike Rodeo. National Interscholastic Cycling Association, utahmtb.org, local high school cycling leagues, National Highway Traffic Safety (online educational videos for youth) *Select Health and IHC have sponsored and/or held safe cycling workshops. | 4 |
| 2.02 | Develop an ongoing safe cycling education program for adults (online or with an online option). Include information on rights and responsibilities of cyclists, expected driver behavior in and near bikeways/cyclists. Also include how to properly lock bikes to prevent theft. A "Bike Commuting 101" would be helpful as well. | Bike Ambassador can assist with the creation and instruction of this course. REI teaches free bike maintenance basics 2x/month in spring and summer. Bicyclecollective.org has free bike mechanic classes every Monday. Granitepeaks.org offers bike safety classes throughout the year. Work with U of U film students and have a film competition for bike commuting 101 in SLC | BAP, Salt Lake Bike Collective, Bike Utah. Publicsafety.utah.gov; | 4 |

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| 2.03 | Develop a program within Driver's Ed to educate bicyclists and motorists about cycling laws and conduct enforcement as appropriate. | Implement a course into high school and private driver's education courses to teach automobile drivers about safety and operation around bicycles. Make this a requirement of obtaining a driver's license. (Work with government / State). Place ON STREET education, arrows, signage, and reminders. DMV updated drivers ed in 2012 with bicycle laws- people renewing licenses need to be educated on this. Bike shops could educate new bike owners about laws - drivers ed update is about 4 pages. | Bike Utah; DMV, BAP, SLCPD, UDOT, Utah Office of Education | 4 |
| 2.04 | Develop legislative strategy for addressing bicycle safety issues at the state level. | | Bike Utah | 4 |
| 2.05 | Educate Police officers on safe riding practices (e.g. having them take the League Cycling Instructor classes by the SL Bike Collective?). Improved reporting practices for Bike/Ped car accidents/altercations. | Work to improve data collection methods on bicycle usage and crash statistics and evaluation of this data. Continue to work to bring crash numbers down. Work with police Department to develop shared understanding of safety issues and laws that pertain to bicyclists. | SLCPD, UPD, etc. | 4 |
| 2.06 | Keep bicycle ways clear and safe of leaves, vegetation, construction signs, and other obstructions. | Re-examine and consider making changes to city/county trash, recycling, waste, and leaf disposal programs. Address the issue of sprinklers in bike lanes and other "obstructions". Establish clear bicycle detours during construction. Consider rules re disposal of yard waste by yard-care companies, who often blow waste into streets. | UDOT (maintenance resources identified in pg. 17-20 of? ped/bike guide) - Adopt a Highway; SLC Public Services (801) 535-2345 slc.gov.com has a page to report cluttered/blocked paths. Adopt a Highway - Ashlee Parish (801) 975-4950 | 4 |
| 2.07 | Develop criteria for prioritizing lighting investments. | Install additional street lighting where needed at conflict points and along shared use paths. | slcgov.com | 3 |
| 2.08 | Create a process for the community to identify unsafe (maintenance and facilities) locations and suggest site-specific improvements. | Utilize website and online platforms for data collection./ | slcgov.com has a page to report this | 4 |
| 2.09 | Promote and leverage the Share the Road media and education campaign targeted to motorists, bicyclists, and pedestrians. | | Bike Utah, SLC Transportation Division, SLCPD, UT Dept of Public Safety, UDOT. | 4 |

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| 2.10 | Provide free and low-cost safety equipment (helmets, lights, bells) and bicycle repair to people in need. | helmetsrus.net and prorider.com provide low cost safety equipment | SLCPD, Select Health, Utah Dept of Public Safety, local firestations (many firestations around the USA provide this service) | 3 |
| 2.11 | Create a system for the public to give input/feedback on areas of concern regarding road and bikeway maintenance issues. Implement a structure to identify and address these concerns, including winter issues with salting, clearing, plowing, ice, etc. | Create an online system form for public to give input / provide feedback on areas of concern and determine a way to prioritize what will be addressed, by whom, in what timeframe, and what follow-up will be given to the individual. | SL City, SL County | 4 |
| 2.12 | Pass a helmet ordinance for riders under 18. | Previous all-ages ordinance that was sent to the city council needs to be rewritten to address some issues regarding insurance and enforcement. | City and County Councils | 3 |
| 2.13 | Increase the number of off street, shared use paths. | http://www.cher.ubc.ca/cyclingincities/index.html for survey info on increasing use: "top choice of route for occasional and potential cyclists was "off-street" paths (top 3 choices), and the top choice for regular cyclists was paved off-street cycle paths. | UDOT | 4 |

GOAL 3: Improve connectivity for cycling to create accessible, efficient and convenient methods for bicyclists to travel to the places where they live, work, and play.

Ensure that bicycle facilities are accessible to everyone in the community (all age groups and all riding abilities/styles). Increase the number of total miles of bike lanes and the percentage of arterial streets that have bike lanes or paved shoulders. Improve connectivity through the use of these facilities and increase shared lane arrows and signed routes. On-street improvements coupled with expanding the trail system will increase use and improve safety overall.

Ensure that new and improved facilities to accommodate bicyclists conform to current best practices and guidelines, especially those within the County’s own Bicycle Best Practices document and others including, but not limited to the American Association of State Highway and Transportation Officials (AASHTO), National Association of City and Transportation Officials (NACTO), Guide for the Development of Bicycle Facilities, and Utah Department of Transportation's (UDOT) own

| Goal: 3 | Strategy | Actions (What needs to happen?) | Partners (Who can take this on or help?) | Priority (How important is this?) |
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| 3.01 | Revise and update and put Complete Streets Policy in City/County Code. | Research where the policy stands currently and what currently exists in city/county code. Refer to pg. 51 of BBP! Compile data necessary to create and implement a comprehensive “complete streets” program. Collect numbers on users and get accurate bike counts. Do a commuter route focused count. Complete the bicycle counts and track data. Research how to collect information from tracking sites/apps like Endomondo, Map My Ride, and Strava, to get an idea of most utilized routes. (Look into how the London data count was gathered - http://www.theguardian.com/news/datablog/interactive/2013/oct/15/london-cycling-census-map-cyclists-drivers-tfl). Review historical documents/data/maps and use the current Bicycle Transportation Improvement Plan (BTIP) information. | Utah Collaborative Active Transportation Study (UCATS) / Bicycle Transportation Improvement Plan (BTIP) | 4 |
| 3.02 | Create a document that outlines how to prioritize and address existing routes that are considered “hazardous”. | (Resource: Utah Bike/Ped Master Design Guide). Create a process/flow chart to work through when an issue is identified. Determine the contact that would be responsible for each type of issue and have a system in place to submit the issue to them. Have a timeline and accountability measures in place to be sure it gets addressed. Set up a system for members of the public to submit their concerns (a place where they can submit information on where they see a pot-hole, a lane that needs repainting, a “gap”, etc). | SLCo Planning / Engineering | 4 |
| 3.03 | Document and prioritize “gaps” that exist in current bike routes. | Work with transportation and engineering to determine where these exist and how to address them. Also utilize the public commenting system for identifying high-priority areas to address. (Reference the Utah Bike/Ped Master Design Guide). | Planning / Engineering, BTIP | 4 |

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| 3.04 | Facilitate the coordination of routes between cities. | Take a comprehensive and inclusive approach when planning for any new infrastructure/improvements. Work closely with other city/township councils, mayors, and others to put a county-wide focus on bike route planning and implementation. | SL County League of Cities and Towns | 4 |
| 3.05 | Examine and improve the interface of transit with cyclists. This includes bicycle parking facilities, on-board bicycle storage, locks/safety, transit stop design and compatibility with surrounding streetscape. | Identify those locations, businesses, campuses, etc., that normally have high numbers of bicyclists/employees riding to/from those locations and prioritize those areas. Work directly with UTA and UDOT to establish future planning for how to best incorporate bicycle infrastructure and planning into existing and future planned routes, bus fleets, Trax and Front Runner cars, etc. | UTA, UDOT (ped/bike guide, pg. 28, table 5-1). | 4 |
| 3.06 | Work with and encourage businesses / organizations to provide connections to bike paths. | Work with Utah Department of Commerce office, Downtown Alliance, and large organizations/employers to discuss incentives and implementation. | SL County Economic Development | 4 |
| 3.07 | Encourage and promote the installation of more bike parking in the County. | Work to implement more bike parking at community locations like malls, shopping centers, parks, schools, grocery stores, business districts, and government offices, etc. Also, work to install more covered, long-term bike parking for residents and employees of large organizations / government offices (city/county). Determine best type of parking per site (bike rack, bike corral, valet parking, etc). Work with city/county to help fund at city/county sites, find sponsors/partners to help offset cost of rack/installation, work with local welders/metal workers/fabricators/artists to install "art" racks and functional bike parking art. Write grants and secure funding necessary. Educate businesses about the economic benefits of providing more bike parking. Contact local "high traffic" community areas and talk to person in charge about implementing more bike parking. Research the added incentives to businesses of offering more bike parking and present to those businesses to encourage the implementation of more bike parking. (BBP "Bicycle Benefits" Pg. 6) | (BBP "Bicycle Benefits" Pg. 6), UDOT funding (federal and otherwise 4.1 and 4.2 of ped&bike guide), SLCo. Artists at Concept SAL Gallery. | 4 |
| 3.08 | Evaluate how effective the County is currently at providing an adequate number of well placed and designed bike parking spaces as part of redevelopment and new development. | Work directly with the County - planning, engineering, and active transportation - to secure existing data on number of bike parking spaces currently available and set a goal to increase that number in the next 5 years by a percentage that is realistic, but aggressive. Remove car parking and replace with bike parking where warranted (add more bike corral spaces). If it is determined that there are problems with the code or existing infrastructure, launch an effort to amend it. | | 4 |

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| 3.09 | Streamline and simplify the process (permitting, parking facility design and location, and construction) for businesses wishing to install bicycle parking in the public right-of-way in downtown and other pedestrian-scale business districts. | Research if there is an existing County ordinance/law/process in place for this type of installation. Review and amend if necessary to facilitate a simple and easy process. Distribute documents and application materials to businesses that fit the criteria for having the space/need for more bike parking in public right-of-ways. | | 4 |
| 3.10 | Develop a County-wide directional bike signage system that includes times, distances, and destinations. | Refer to BBP Pg. 32 "Bikeway signage practices and actions". Create a new sign type within this framework that directs cyclists to neighborhood access ways (these are the short-cuts that are often found at the end of cul-de-sacs or through safe, paved alleyways). Develop a plan for installing these signs around the County. | | 3 |
| 3.11 | Create a County bicycle map and distribute it broadly throughout the County and online. Map should include information about bike repair and rental locations, pit-stops, water, and other helpful tips, such as parking and repair stations. | Refer to pg. 77 of BBP on "User-Friendly Mapping" (implement an online version to assist those using mobile devices). | SLCo and CCP | 4 |
| 3.12 | Pass laws to expand a "stop and go" clause at lights. Stencil/paint the proper positioning to activate signals, especially where loops are not visible. | Work with Mayor's office on legislative approach to this issue. | County Mayor, other interested sponsors and politicians. | 4 |

Goal 4: Build productive partnerships with politicians, community groups, township and community councils, businesses, organizations, and others, to obtain stable and diverse resources to sufficiently implement and promote the plan.

| Goal: 4 | Strategy | Actions (What needs to happen?) | Partners (Who can take this on or help?) | Priority (How important is this?) |
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| 4.01 | Develop sub-committees to monitor, assist with, and advocate for implementation of this plan. | Begin at the SLCBAC level and then involve volunteer and community groups, other organizations, etc. | | 4 |
| 4.02 | Develop benchmarks and collect associated data to determine the impact of plan implementation. | Work with all partners to develop realistic benchmarks and timeframes for the strategies within the Plan. | | 3 |
| 4.03 | Publish and disseminate an annual report to share plan progress with the community and provide an annual report to County and all city/township councils. Continue to build strategic alliances and stronger relationships with bike advocates. | Use the notes/progress reports from this plan to compile an annual report. Track and celebrate the progress of the plan! | | 4 |
| 4.04 | Provide opportunities for people to learn about the Plan and how to get involved in implementation activities. Reach out to neighborhood associations and other organizations as part of this work. | Publish the Plan on SLCBAC website, distribute to MBAC list and bike mailing lists. Make it available through other websites with county related biking interests (Bike Utah, Cycle Utah). Publish a summary in Cycling Utah and call for help from the community. Have a system in place for the public to comment and provide feedback and a response system to let them know their input is being considered and addressed. | | 4 |
| 4.05 | Integrate elements of this Strategic Plan into the objectives of other City/County initiatives. | Create a cross-collaborative working environment between departments and projects to tie bicycling and bicycle infrastructure into other County-wide processes and planning meetings (transportation, development, health/air quality, and others) | | 4 |
| 4.06 | Fund a full-time position for a Salt Lake County Bicycle Coordinator. | Secure funding necessary to employ a full-time staff person within the Mayor's Office to assist in the implementation and coordination of this plan and bike-related issues within the County. | SLCo | 4 |
| 4.07 | Increase the number of bicycling advocates that participate in Community Councils | A direct outreach strategy needs to be completed and implemented. Volunteers from the community need to recruit their friends, family members, and neighbors. | Association of Community Councils Together (ACCT) | 4 |

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| 4.08 | Develop expanded and/or research/find new funding streams to support ongoing activities that are part of Plan implementation and to help maintain the bike system at a high level of service. | Develop a finance subcommittee within SLCBAC to assist the County with research and securing grant funding for projects at the County level. Bring in non-committee volunteer help from the community. Seek assistance from local businesses. Work closely with County grant-writer for assistance in these efforts. Research County options available, outside of SLCBAC budget, seek external donations/grants/gifts, work closely with other organizations that have funding for similar projects (UDOT), work to secure grants, federal funding, and other monies. Create a business outreach letter/packet that explains the benefits of helping fund important SLCBAC programs. Create “programs” from this strategic plan that are fundable and that can be presented in a way that we can track progress and deliverables to grant-makers and sponsors. | 3 |
| 4.09 | Highlight the economic benefits of cycling whenever possible to policy makers, decision makers, and the public. | BBP Pages 6-15. Research and provide data to emphasize cost savings of bicycling to County and community (reduced parking space needs and maintenance, pollution, health, etc.) Share anticipated economic benefits of bike infrastructure with decision makers and the general public at key points (such as when Capital Improvement Project lists are being evaluated) and through various communication channels (such as media releases, public involvement materials, and on project websites). | 4 |
| 4.10 | Work with other government entities to develop the regional bikeways system. | Follow the BBP Bikeway Design - pg. 15-31. South Salt Lake, North Salt Lake, West Valley City, SL County, Wasatch Front Regional Council, Univ. of Utah, Salt Lake Community College, UDOT. *Chad Mullins: John English has suggested forming a Regional Bikeway Authority with UTA support. | 4 |
| 4.11 | Build knowledge and awareness of cycling and its importance in our community for public officials and transportation planners. | Organize field trips of bicycle/pedestrian friendly communities and infrastructure for public officials and transportation planners to build knowledge and awareness. Work with existing groups such as the Bike Collective, Salt Cycle, and Bike Party to help organize these rides. Provide incentives from the county and provide educational materials during the ride. Advertise through those groups, Bike Utah, the MBAC list, and Cycling Utah. | 3 |
| 4.12 | Put in place a design principles and data storage protocols and network implementation strategies document that can be agreed upon County-wide. | Create a design principles and data storage protocols and network implementation strategies document. Take to member municipalities to have them agree and sign on to a collective effort. | 3 |

END