



A Regional Plan for Bicycling *(enter our naming contest!)*

County Workshops

March 2016



Tonight's Agenda

- Introduction
- Purpose of the Plan
- Types of Bicyclists
- Coloring & Stickers!
- Next Steps



Workshops Schedule

Graham County:

Monday, March 14 – 5:30 to 7:00 – Stecoah Valley Center

Macon County:

Thursday, March 17 – 5:30 to 7:00 – First Presbyterian Tartan Hall

Cherokee County:

Monday, March 21 – 5:30 to 7:00 – Tri-County CC Applied Tech Center

Clay County:

Thursday, March 24 – 5:30 to 7:00 – Board of Education Board Rm



Purpose of the Plan



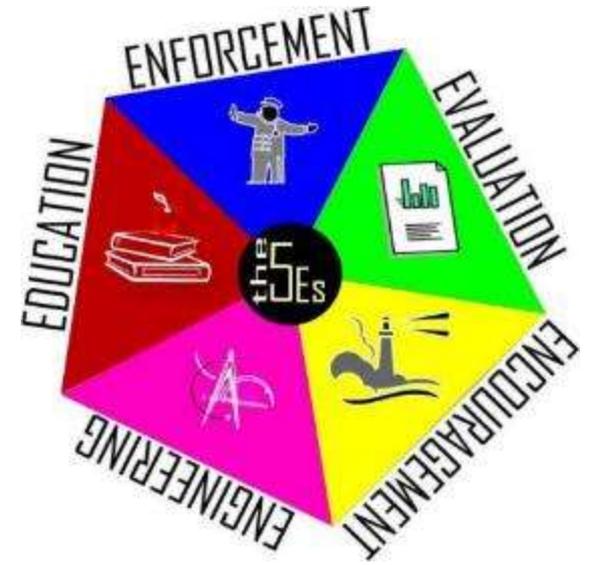
Plan Description

- Funding via NCDOT Bicycle & Pedestrian Transportation Division
- Purpose:
 - Prepare a plan to make the region more comfortable for people who bike
 - Identify gaps in the system
 - Evaluate economic development potential of increased bicycling and bicycle tourism
 - Prioritize improvements for future funding



Plan Description

- Five E's for Improving Conditions for People who Bike
 - Encouragement
 - Education
 - Enforcement
 - Engineering
 - Evaluation
- And a 6th E: *Economics*



Schedule



What we know



Outdoor Industry Association Study



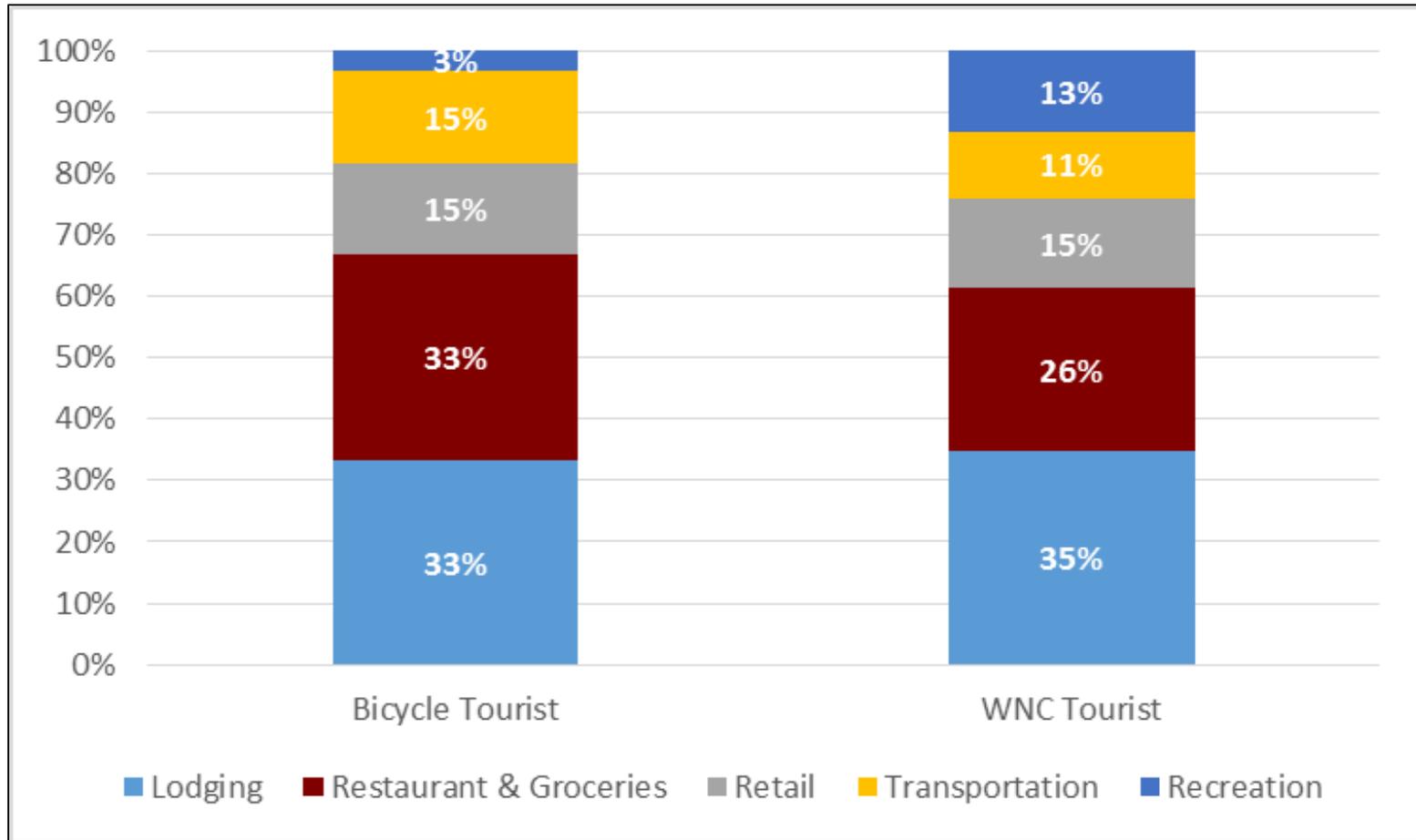
More Americans bicycle than golf, ski and play tennis combined.

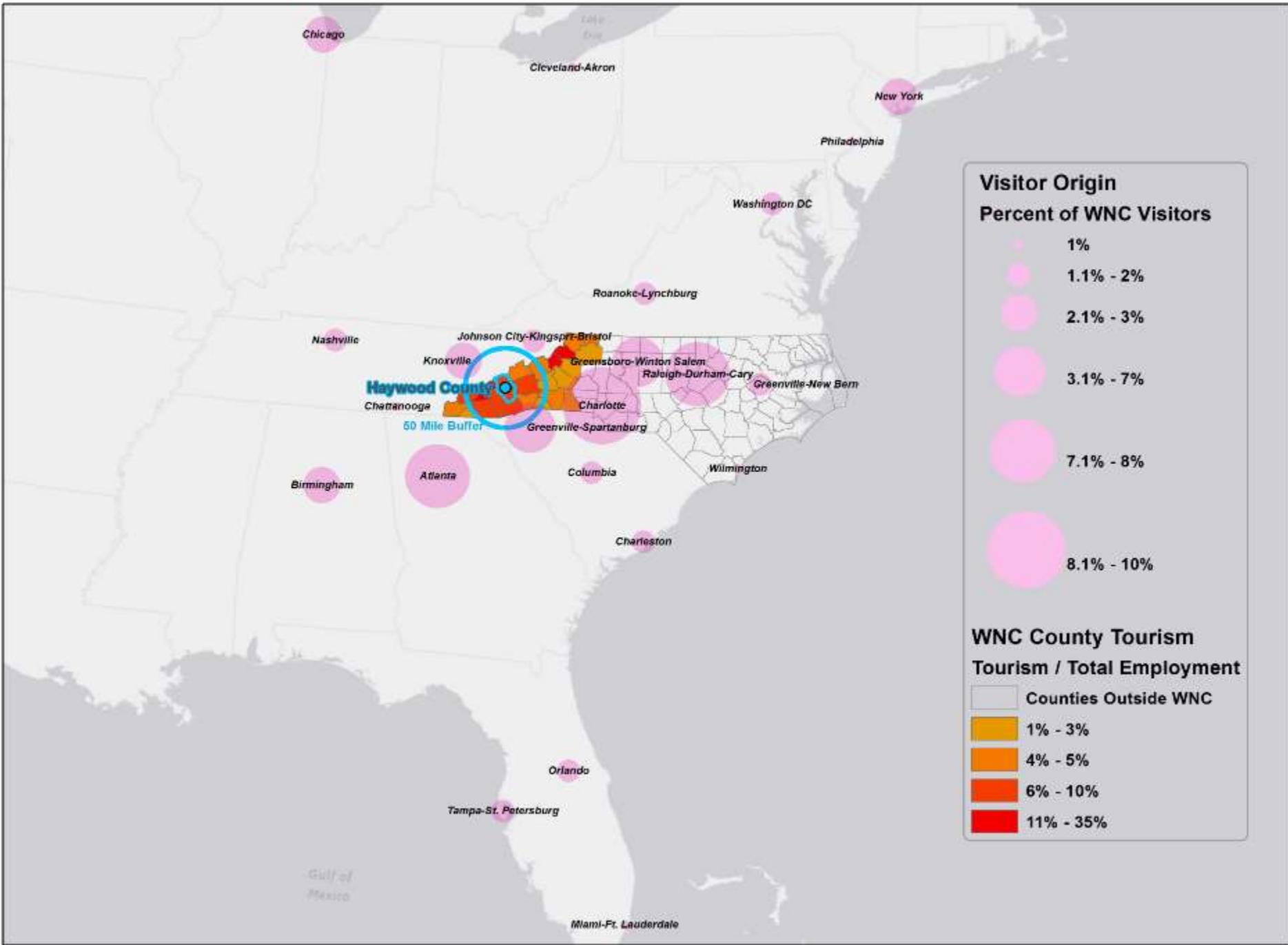
Bicyclists Create Jobs

| 2013 Tourism Impacts for Western North Carolina | | Expenditures | Payroll | Jobs Supported | Local Tax Revenue |
|--|------|--------------|---------------|----------------|-------------------|
| | | | \$721,630,000 | \$154,410,000 | 7,120 |
| Percent of Visitors to WNC that cite bicycling as a purpose for the trip | 1.5% | \$10,824,000 | \$2,316,000 | 107 | \$498,000 |
| | 2.0% | \$14,432,000 | \$3,088,000 | 142 | \$664,000 |
| | 2.5% | \$18,041,000 | \$3,860,000 | 178 | \$831,000 |



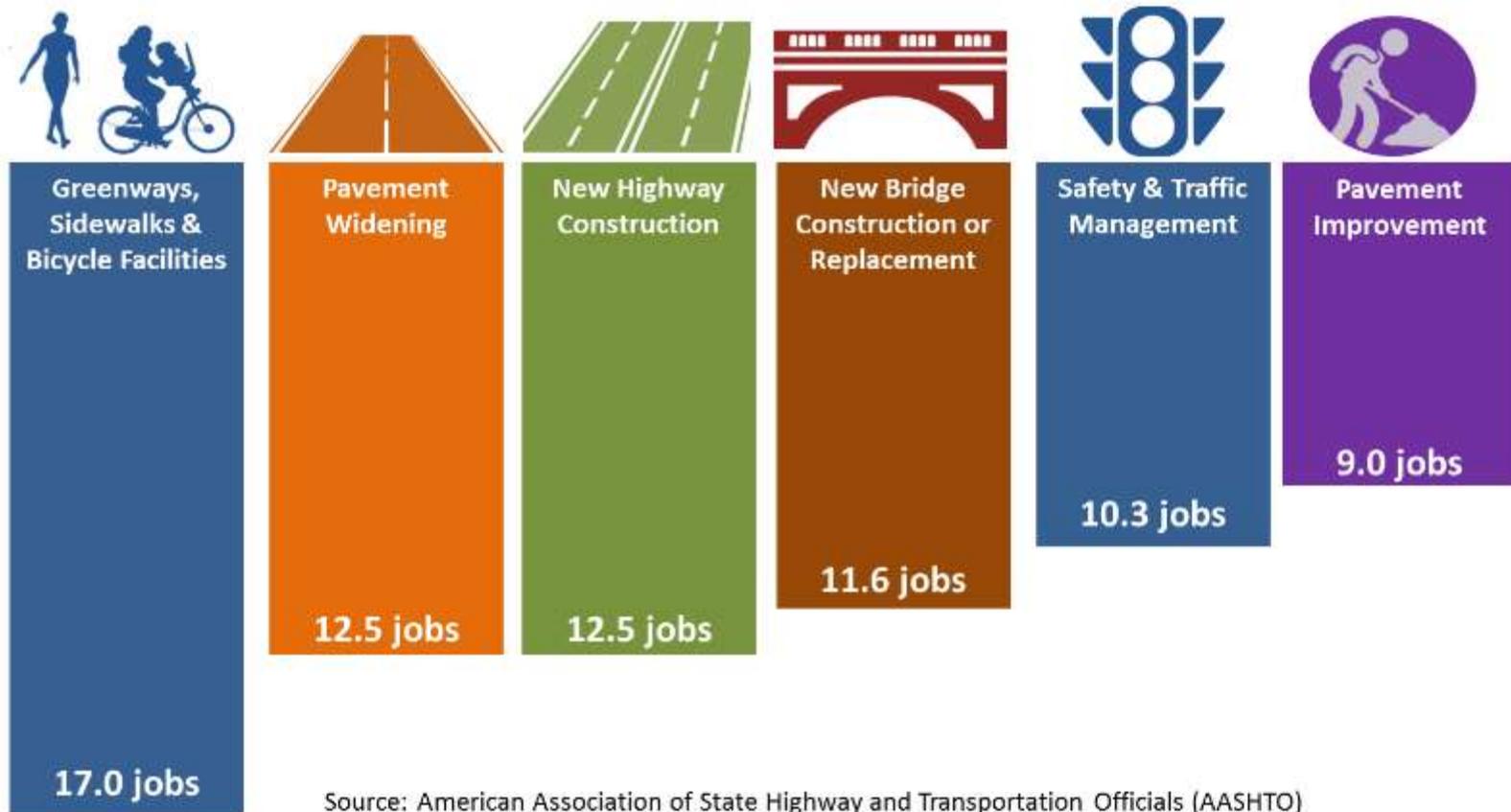
Overnight Trip Spending



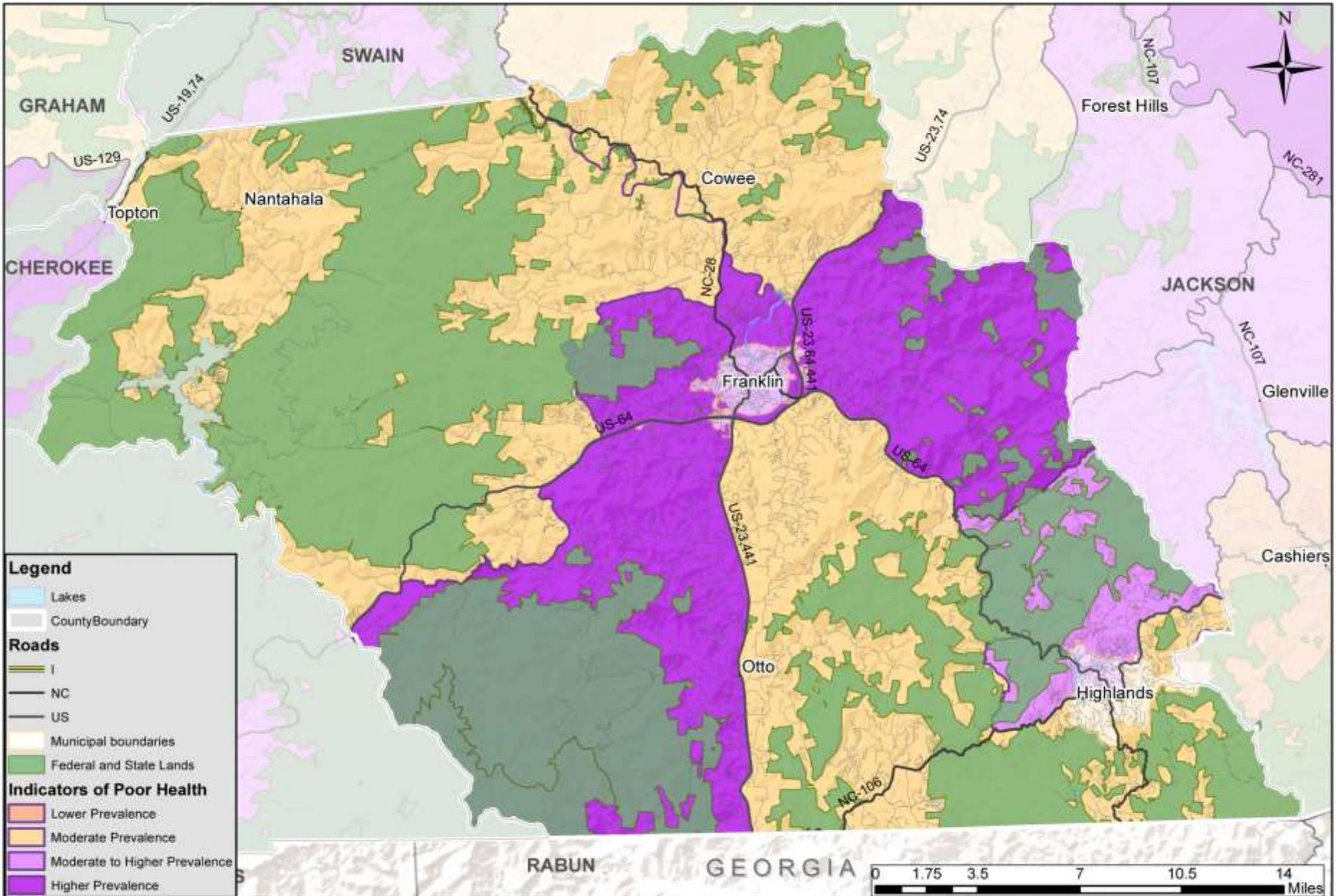


Investing Bicycling Infrastructure Creates Jobs

Jobs Created Per Million Dollars Spent



Source: American Association of State Highway and Transportation Officials (AASHTO)
Average Direct Jobs by Project Type (2012); Job in terms of full-time equivalents (FTE)



Macon County
Prevalence of Indicators of Poor Health

Data sources: USGS, US Census, American Community Survey, Esri, NC OneMap, NCDOT, Southwestern Commission, and the NC State Center for Health Statistics (SCHS)

SCHS Indicator thresholds modified to reflect greater diversity among WNC Census tracts



Is it safe?

1997-2012 NCDOT Crash Data

| | |
|--------------|----------------------------------|
| Cherokee | 17 crashes |
| Clay | 8 crashes |
| Graham | 4 crashes |
| <u>Macon</u> | <u>8 crashes (1 fatality)</u> |
| Total | 37 crashes (2.3 per year) |



| County | Crashes Per 1,000 |
|--------------|-------------------|
| Alleghany | 0.09 |
| Mitchell | 0.13 |
| Yancey | 0.17 |
| Madison | 0.23 |
| Macon | 0.23 |
| Jackson | 0.24 |
| Ashe | 0.33 |
| Haywood | 0.33 |
| Avery | 0.39 |
| Polk | 0.43 |
| Graham | 0.45 |
| Warren | 0.49 |
| Cherokee | 0.62 |
| Caswell | 0.68 |
| Camden | 0.68 |
| Transylvania | 0.69 |
| Montgomery | 0.72 |
| Clay | 0.74 |
| Swain | 0.74 |
| Anson | 0.94 |
| Perquimans | 0.95 |
| Bladen | 1.05 |
| Gates | 1.09 |
| Greene | 1.13 |
| Bertie | 1.41 |
| Northampton | 1.46 |
| Jones | 1.53 |
| Tyrrell | 1.69 |
| Currituck | 1.72 |
| Hertford | 1.83 |
| Martin | 1.90 |
| Pamlico | 2.06 |
| Chowan | 2.19 |
| Washington | 2.68 |
| Hyde | 3.31 |
| Dare | 6.49 |

Types of Bicyclists



The “Design Vehicle”

What matters?

- Loves to go fast...
- Goes for hundreds of miles...
- Hates to sit still...
- Cannot see...
- Cannot hear...
- Doesn't care where it is...



The “Design Vehicle”

What matters?



- Loves to go slow & fast...
- Goes for a few miles or only a couple of them...
- Loves to interact...and be solo...
- Sees, hears, feels, smells...
- Needs safety....
- Always cares where it is...



Bicyclist Width



Bicycle operating space

Vertical clearance = 100 inches



Exclusive operating width: 48 inches

Preferred operating width: 60 inches



Bicyclist Speeds



Slow.....Moderate.....Fast

Common Attitudes Toward Bicycling



















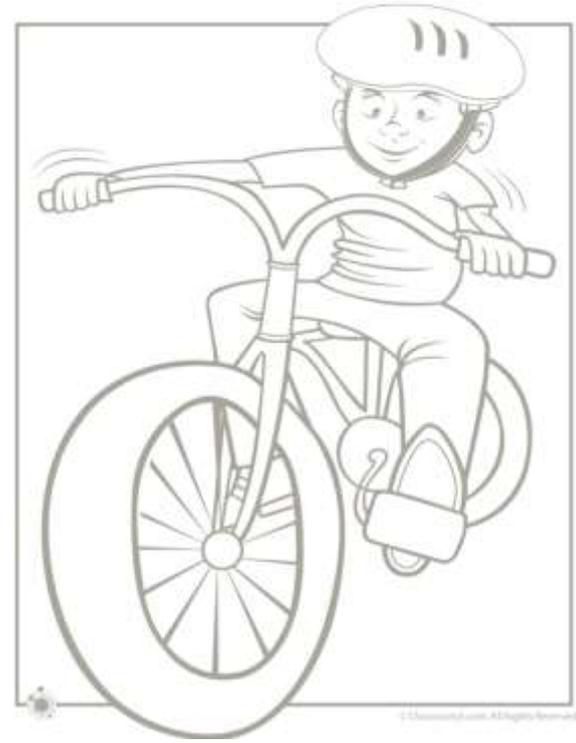








Time to Color!



Coloring

Step 1: Using the **STARS**  mark the popular destinations you like to ride to or those that would attract bicycling tourists. **Label them!**

Step 2: Using the **BLUE** marker, trace the routes that would be popular for visitors who want to ride their bicycle (outline trail systems)

Step 3: Using the **ORANGE** marker, trace the routes that are popular for other types of riding or your own riding. Talk at your table about why they are different than routes for other visitors.





I feel very comfortable riding on this road.
Does everyone agree?

This road is comfortable to ride on,
but it could be better.

This road is uncomfortable to ride on for all but the most confident riders.

This road is uncomfortable to ride on. Does everyone agree?



Branding



- How would you promote them?
- What would be the themes?
 - Agri-tourism, Culture & History, Food, Feel the Pain
 - Be creative!
- Would you name them? Label them.
- Where would you promote them?

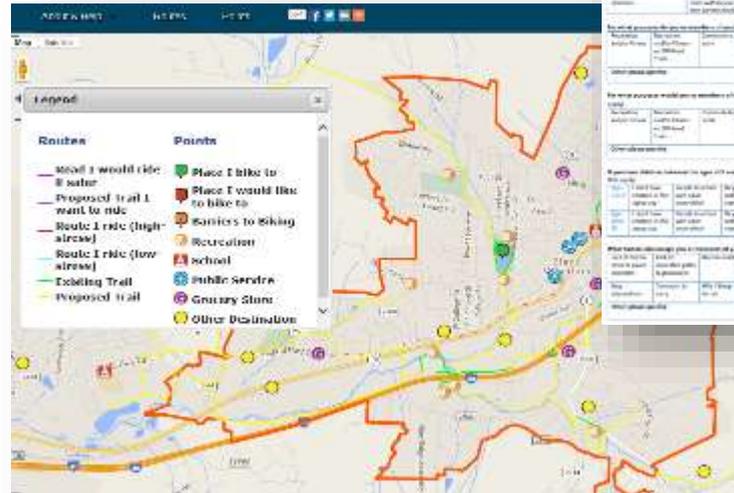


Next Steps



Other Outreach

- Website for Bicycle Plan
- Outreach for Surveys online and at events
 - Resident surveys
 - Bicycle Tourism surveys
- Community Bicycle Rides

A screenshot of a public input survey form titled "Public Input Survey for the Stack Mountain Bicycle Plan". It includes a header, a table with columns for "Route Name", "Mileage", "Comments", "Priority", and "Status", and a section for "Comments".

Next Steps

- Continued field work and materials review
- Community ride-alongs
- Workshops in the fall
- Plan document and marketing maps by the end of the year





A Regional Plan for Bicycling *(enter our naming contest!)*

County Workshops

March 2016

