



SAFE FUN CONNECTED



BIKE WALK GREATER LAFAYETTE SAFETY PLAN

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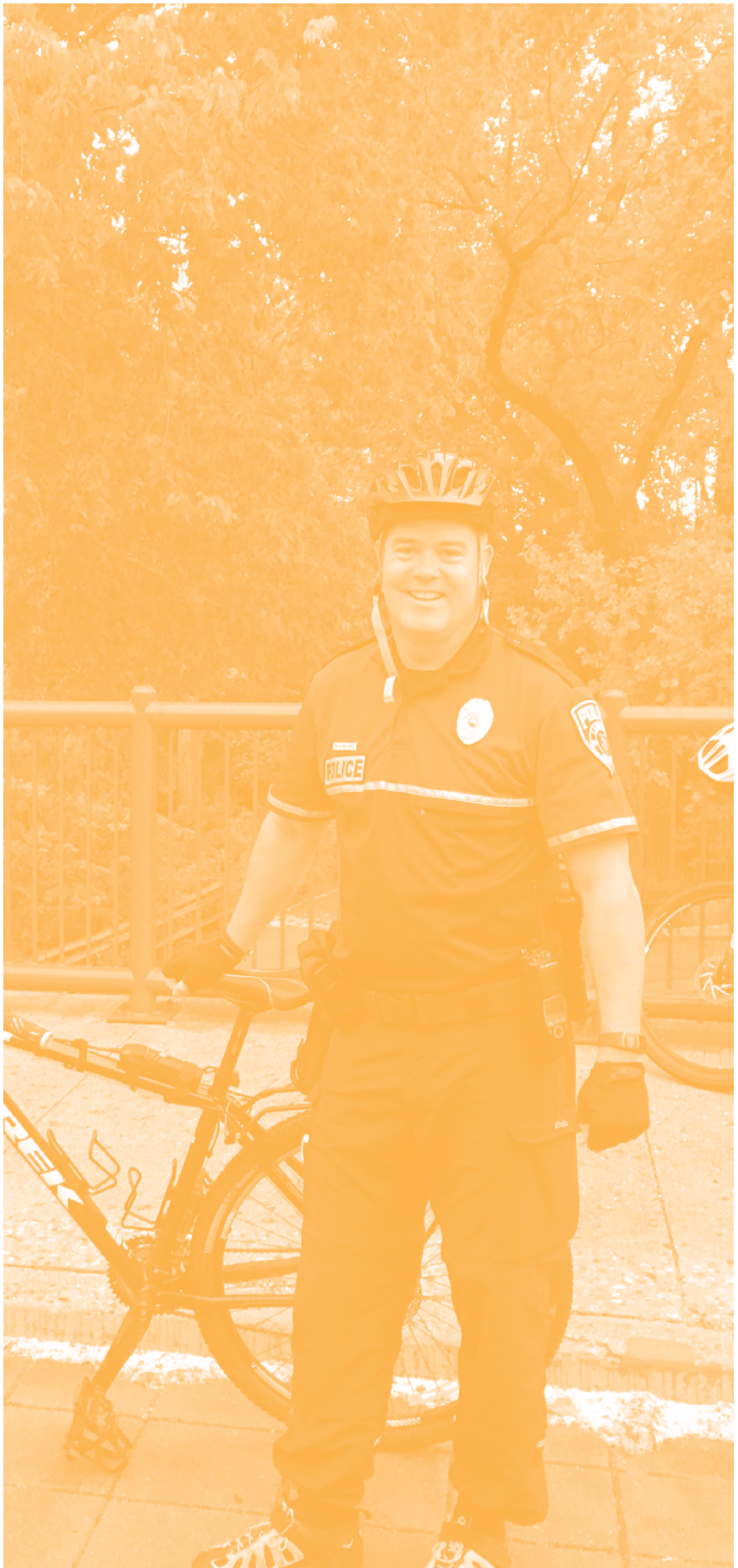
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Table of Contents

- 01 INTRODUCTION - Page 3**
 - Plan Purpose
 - Planning Process
 - Using the Plan
- 02 PLAN DEVELOPMENT - Page 9**
- 03 BACKGROUND & EXISTING CONDITIONS - Page 17**
 - Greater Lafayette
 - Walking and Bicycling Today
 - Existing Plans, Policies, and Programs
 - Crash Data
 - Stakeholder and Survey Input
- 04 RECOMMENDATIONS - Page 37**
 - Education
 - Encouragement
 - Enforcement
 - Evaluation
 - Policies and Programs
- 05 NEXT STEPS - Page 55**
- 06 APPENDICIES - Page 57**
 - Appendix A
 - Appendix B
 - Appendix C

1

Introduction



Cities and towns throughout the nation are investing more than ever before in multimodal transportation infrastructure. Some communities are focused on the many economic, health, and environmental benefits; others are responding to residents' desires for better access to employment, schools, services, and recreation. Communities are using bicycling and walking connectivity as a strategy to promote sustainable growth, revitalize downtowns, control sprawl, and strengthen neighborhoods. One thing is apparent: the need for improved biking and walking infrastructure has become a priority, as have programs and policies that support and promote such transportation options as safe and viable.

This movement is certainly true for the cities and towns of Tippecanoe County, referred to as Greater Lafayette throughout this document. Past efforts through the county and its cities and towns have led to active transportation plans, policies, and programs that recognize bicycling and walking as building blocks of strong quality of life. The mayors of Lafayette and West Lafayette embrace bicycling and walking and are making them central to their strategies for community growth and economic development. While these accomplishments are reason for pride, there is still much to be done to make active transportation comfortable, convenient, and routine.

The purpose of this Bike Walk Greater Lafayette Safety Plan is to contribute to the development of a culture that respects the safe and shared use of roadways by everyone, regardless if they are walking, biking, riding transit, or driving. All drivers are pedestrians, and some are bicyclists, too. Most people who walk and bike also drive.

This Plan will advance the non-infrastructure elements of a safe, convenient, and well-integrated transportation network, complementing the existing and forthcoming bicycle and pedestrian infrastructure being built throughout Greater Lafayette. Building on the strong foundation of community plans, policies, and programs already in place, this Plan is intended to:

- 1 Improve safety for people walking and biking;
- 2 Decrease traffic crashes in which they are involved; and
- 3 Prevent subsequent injuries and deaths.

Plan Purpose



In developing this plan, a review of other traffic safety programs was conducted. Successful approaches typically include: the robust use of data to understand how, where, and why crashes typically occur; a coordinated community outreach strategy, with the development of campaigns, resources and materials, and earned and paid media; strong partnerships with law enforcement and other key stakeholders; and ongoing evaluation to make needed adjustments and track impact. These core elements have been incorporated into the Bike Walk Greater Lafayette Safety Plan.

Specifically, this uses the framework of ‘E’s’, long promoted through the Safe Routes to School National Partnership and the League of American Bicyclists. Strategies fall into the categories of Engineering, Education, Encouragement, Enforcement, and Evaluation. Increasingly, Equity is included. Policy and programmatic approaches are also key to improving community-level safety for people walking and biking.

Providing dedicated, protected infrastructure is the single most important action a community can take to improve safety for people who walk and bike. As more people take advantage of trails, bikeways, and sidewalks, safety improves further, due to increased visibility and awareness. That said, many other factors – such as the speed of nearby vehicles, adjacent land uses and property conditions, and lighting – contribute to both perceived and actual safety. In addition, when people within the transportation network do not act responsibly and respectfully coexist, it perpetuates uncertainty and conflict.

While all roadway users need to behave responsibly and follow traffic laws, it is critical that motorists understand and minimize the additional risk borne by people walking and biking. These vulnerable road users do not have the protection of thousands of pounds of metal, safety restraints, and airbags. The difference in speed of only a few miles per hour can mean the difference between life and death, particularly for children and older adults, as can failing to look carefully, yield or stop when turning.

Most crashes are attributable to human error, and impatience and distractions create risks that most people do not fully comprehend or appreciate. As such, while the focus of this plan is to improve safety for people who walk and bike, the recommended strategies will target the broader community, and particularly people driving. Through community outreach and education, strong enforcement, and policy and programmatic support, a culture of active transportation will be created and championed in Greater Lafayette.



The Bike Walk Greater Lafayette Safety Plan resulted from a planning process that followed these steps:

Planning Process

- 1 Assemble the Advisory Committee
- 2 Establish baseline community knowledge
- 3 Review existing plans, policies, systems, and data
- 4 Identify local stakeholders and audience segments
- 5 Develop branding, messaging, and communication strategies
- 6 Select and prioritize implementation activities
- 7 Draft and finalize plan
- 8 Adopt plan and initiate implementation

Specific planning activities are outlined in more detail on the following pages. The planning process relied on the expertise and experience of key community stakeholders and, as noted above, built on the work that has occurred to date to enhance and expand bicycling and walking safety in Greater Lafayette.

Ultimately, the process led to a series of strategies to guide educational programming, encouragement activities, enforcement tactics, policy and program development, and evaluation measures to track the successes and challenges of the implementation of this plan.



Using the Plan

This plan is meant to be a ‘living’ document, an ongoing reference manual and work plan. All members of the Greater Lafayette community have a role in plan implementation and are encouraged to work with the Advisory Committee and community leadership to develop and implement the activities described herein.

CHAPTER ONE

This introductory chapter provides context and background, making the case for a targeted approach to safety, establishing a broad vision, and offering an overview of the planning process.

CHAPTER TWO

Then, in Chapter Two, the planning process and methods are further discussed, highlighting the participation of the Advisory Committee; the information gathering process; message development, outreach, and communication strategies; and the process of identifying and prioritizing implementation activities.

CHAPTER THREE

In Chapter Three, already completed planning work is outlined, along with other programs and policies contributing to bicycling and walking in Greater Lafayette. Results of the public survey and other community baseline information is presented.

CHAPTER FOUR

Next, Chapter Four sets forth recommendations and implementation strategies. This core of the plan discusses the details of education, encouragement, enforcement, evaluation, and policy and program development.

CHAPTER FIVE

Lastly, Chapter Five brings the plan to conclusion and sets forth next steps for creating an active transportation culture, protecting people who walk and bike.



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2

Plan Development



Assemble the Advisory Committee

An Advisory Committee was established early in the planning process to ensure representation from various public agencies, community organizations, and educational institutions in the Greater Lafayette area. The role of the Advisory Committee was to guide and assist the consultant team in the development of the Plan. The Advisory Committee met routinely, contributing to the creation of the public survey, key messaging, and communication strategies, and the selection and prioritization of implementation activities. The Advisory Committee included representation from:

- City of Lafayette Economic Development Department
- City of Lafayette Communications and Marketing Department
- City of Lafayette Police Department
- Lafayette School Corporation
- City of West Lafayette Engineering Department
- City of West Lafayette Police Department
- City of West Lafayette Park and Recreation Department
- City of West Lafayette Bike and Pedestrian Committee
- Bicycle Lafayette
- Purdue University
- Tippecanoe County Area Plan Commission
- Tippecanoe County Highway Department
- United Way (Healthy Active Tippecanoe)

Following a kick-off meeting of the consultant team, project managers, and funders on October 21, 2016, the Advisory Committee met for the first time on December 13, 2016. Seven additional meetings were held through the summer of 2017; meeting agendas and minutes are available in Appendix A. The Committee had frequent communication between meetings, and members were asked to provide additional input via surveys and email.

Establish baseline community knowledge

A social indicator survey was developed to establish the baseline knowledge and attitudes of the community as it related to individual driving, bicycling, and walking behavior. The survey effort was designed to help the Advisory Committee understand the public's familiarity with local laws, typical levels of bicycle and pedestrian activity, barriers to walking and biking, willingness to increase participation, and support for increased community funding of bicycle and pedestrian infrastructure.



The survey was promoted through the Advisory Committee's organizational channels, as well as through allied partners, and the public. To incentivize participation in the survey, several promotional giveaway items were offered, including:

- Two farmer's market bags, 50 pool passes, and 50 water bottles from the City of West Lafayette
- 200 bicycle helmets from Purdue University
- 200 \$5 off carwash coupons provided by Crew Carwash

The survey collected 856 responses between March and June 2017. After collecting the baseline information, the consultant team shared and began analyzing the results. Some survey highlights are summarized below; complete survey results are available in Appendix B. The Advisory Committee utilized the survey results to inform core messages, build website resources, and develop implementation activities relevant to the community.

Review existing plans, policies, systems, and data

Existing planning documents, ordinances, crash data, community initiatives, and more were reviewed to understand the level of resources and support already available for biking and walking within Greater Lafayette. This phase helped to determine past planning efforts, past promotional efforts and activities, and organizations involved in promoting bicycle and pedestrian safety within the community, and areas with high levels of crashes involving people biking and walking.

Identify local stakeholders and audience segments

To focus the Plan's communications efforts, the Advisory Committee developed a detailed communications matrix denoting primary audiences and partners, as well as venues and tools for distribution of the Plan's messages. A survey was administered to partners identified on the communications matrix between February and July 2017, to gauge their willingness to help promote the Bike Walk Greater Lafayette Safety Plan. The partner outreach survey gathered 31 responses and identified community organizations and agencies willing to participate in the implementation of the Plan.



Develop branding, messaging, and communication strategies

Communication plays a critical role in any planning initiative, so branding and message development were a high priority for the Advisory Committee. Through a process of research, discussion, and deliberation, the following key words and concepts were identified as important in promoting the safety message:

- Healthy
- Sustainable
- Everyone's job/community responsibility
- Life/culture of life/lively (versus deadly)
- Quality of life
- Sense of place/community pride
- Everyone belongs (all users, all transportation types)

Specific core messages that apply to all transportation network users (motorists, bicyclists, pedestrians, etc.) were also developed during this project phase. They included:

Be Responsible and Aware

- Put phones and food away. Distractions cause crashes!
- Know the law:
 - Lafayette and West Lafayette require 3' clearance when passing people on bikes
 - Bicyclists are not required to ride on the sidewalks, and it's prohibited in some places
 - Drivers must yield to pedestrians in crosswalks
- Wear a helmet
- Be mindful of your surroundings

Be Visible and Predictable

- Slow down
- Be patient
- Be cool
- Use front and rear lights from dusk to dawn
- Wear appropriate clothing

Be Kind and Courteous

- Use hand and turn signals
- Cross only at intersections
- Obey traffic signs and lights
- Make eye contact

A rack card displaying these messages was developed for public distribution. The rack card is shown in Figure 1.



BIKE WALK GREATER LAFAYETTE

Be Safe

There's a place for everyone to walk and bike, but it's important to remain cautious. On average there are more than 90 crashes every year in our community involving our residents walking and biking. Learn how to keep yourself and others safe.



Have Fun



Do you remember how **FREE** you felt on your first bike? Have you noticed how **invigorating** it is to take a walk? Let's make those experiences routine! Join us for fun events!



Stay Connected

The ways we have to get around **connect us all**. Learn about new routes and new opportunities, and find ways to connect with others who support efforts to improve the bike/walk environment in **Greater Lafayette**.



Bike Walk Greater Lafayette is an initiative of the City of Lafayette, City of West Lafayette, Purdue University, Tippecanoe County Government, and Tippecanoe Area Plan Commission that seeks to make our community a safer, more fun, and more connected place to walk, bike, ride transit, and drive.



BikeWalkGreaterLafayette.org

When You're Out and About...

Be Responsible & Aware

- ✓ Put phones and food away. Distractions cause accidents!
- ✓ Know the law:
 - Lafayette and West Lafayette require 3' clearance when passing people on bikes
 - Bicyclists are not required to ride on the sidewalks, and it's prohibited in some places.
 - Drivers must yield to pedestrians in crosswalks
 - Learn more about the law at BikeWalkGreaterLafayette.org
- ✓ Wear a helmet
- ✓ Be mindful of your surroundings



Be Kind & Courteous

- ✓ Slow down
- ✓ Be patient
- ✓ Be cool

Be Visible & Predictable

- ✓ Use hand and turn signals
- ✓ Cross only at intersections
- ✓ Bike with front and rear lights at night
- ✓ Stop at stop signs and red lights
- ✓ Make eye contact

"The kind of environment you create for yourself makes a real and tangible difference in your level of happiness, health, and satisfaction."

- Malcolm Gladwell

Get involved with us! Find us on:
 Facebook: [BikeWalkGreaterLafayette](https://www.facebook.com/BikeWalkGreaterLafayette)
 Twitter: [BikeWalkGL](https://twitter.com/BikeWalkGL)
 Instagram: [BikeWalkGreaterLafayette](https://www.instagram.com/BikeWalkGreaterLafayette)

Check out upcoming events at:
bikewalkgreaterlafayette.org

BIKE WALK GREATER LAFAYETTE

Figure 1: Bike Walk Greater Lafayette Rack Card



Through this process, the name Bike Walk Greater Lafayette and the tagline **'Be Safe, Have Fun, Stay Connected'** were established. Also during this phase, the logo was developed; an informational website was launched, www.bikewalkgreaterlafayette.org; and social media accounts for the Bike Walk Greater Lafayette brand were created.

'Stay Connected' shows the interrelationship of people as they travel within Greater Lafayette, and the importance of remaining aware and respectful of each other. Being part of the community means helping others feel comfortable on the road no matter what method of transportation they choose. Active transportation offers unique opportunities to connect with neighbors, friends, visitors, and the community at large, as well. 'Be Safe' points to the need of all roadway users to be vigilant, predictable, and present. 'Have Fun' is a reminder of the joy that comes with walking and biking. This includes time spent in nature, with friends and family, at community events, and enjoying the health and wellness benefits of an active lifestyle.

Select and prioritize implementation activities

The review of existing data, plans, policies, and programs, Advisory Committee and survey input, and research of traffic safety best practices led to the identification and compilation of recommended strategies.

Proposed implementation activities were presented to and discussed with the Advisory Committee to ensure they appropriately reflected their intentions. After the final set of implementation activities were drafted, they were prioritized for action and associated responsible parties, timelines, and costs were noted.

Draft and finalize plan

Comments and feedback from the Advisory Committee and the content that was developed through the planning process were then incorporated into a draft planning document. The draft plan was reviewed by the Advisory Committee and input was incorporated into this final plan.



Adopt plan and initiate implementation

Upon final review and approval by the Advisory Committee, the plan was submitted to the Policy Board of the Area Plan Commission (APC) of Tippecanoe County to be amended into the 2045 Metropolitan Transportation Plan (MTP). It was then incorporated by amendment to the Comprehensive Plan by the APC. Lastly, the Plan was certified by all the jurisdictions in the planning area. The Bike Walk Greater Lafayette Plan was fully adopted in **XXX**.

While the formal adoption process was underway and with widespread consensus on many activities in hand, partners began taking action on the strategies outlined in the plan, which jump-started the implementation process. It is intended that the Advisory Committee will continue to meet, to guide implementation activities and maintain communication, coordination, and collaboration among the various community partners involved.



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Background & Existing Conditions



Tippecanoe County covers approximately 500 square miles, and according to most recent U.S. Census estimates, is home to more than 188,000 people and 67,000 households. It includes the Cities of Lafayette and West Lafayette and the Towns of Battle Ground, Clarks Hill, Dayton, Shadeland, and part of Otterbein.

The population is 85 percent white, 4.5 percent black or African-American, 7.2 percent Asian, and 7.9 percent Hispanic or Latino. Seven percent of people under the age of 65 have a disability. Compared to the State of Indiana, the Greater Lafayette population is better educated and includes more people who are foreign-born.

In addition to Purdue University, which boasts more than 40,000 students and 15,000 faculty and staff members, Tippecanoe County is home to an Ivy Tech campus and three public school districts. Tippecanoe School Corporation, Lafayette School Corporation and West Lafayette Community School Corporation have a combined six high schools, nine middle schools and 19 elementary schools. There are more than one dozen private, parochial, and charter schools.

The county is served by Interstate 65, U.S. Routes 52 and 231, and six state roads. The county is served by interstate Amtrak trains and locally by the Greater Lafayette Public Transportation Corporation, Citybus.

Nearly 85 percent of the population drives to work, 74 percent of them alone. More than six percent of the population walks to work, another three percent use transit, and 1.4 percent bicycle. More than three percent of the population does not have access to a vehicle. Because Greater Lafayette has diverse land use and development patterns, with a major university and a dense central business district, walking, biking, and transit ridership likely vary in different geographic areas of the county.

Greater Lafayette



Figure 2: Tippecanoe County
Source: State of Indiana

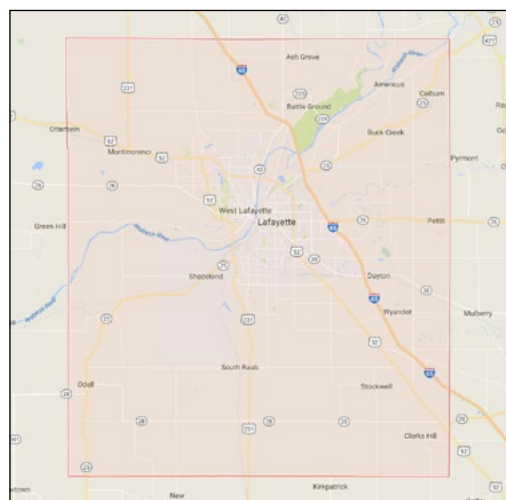


Figure 3: Tippecanoe County detail
Source: Google Maps



Walking and Bicycling Today

In addition to the planning and project work conducted by local public agencies and discussed further below, there are numerous community organizations interested and invested in bicycling and walking in Greater Lafayette.

These partners play an important role in conducting needs assessments, providing education and outreach activities, encouraging walking and riding through organized events, and advocating for infrastructure projects and changes to policy and systems. Learn more about them on the next page.

Such events and activities include: Bike to Work Day; Riverfest (bicycle rodeos); the 'Tails On Trails', Stroller Blast, volksmarch and hospital-based walking programs; walk and bike to school day celebrations; bike polo; geocaching; and Girls on the Run. Distributing promotional items, such as helmets, reflectors, pant clips, lights, and spoke cards, is the principal strategy used to encourage safe biking and walking behavior.

From Good to Great – Making Greater Lafayette a Community of Choice, the 2012 report from Greater Lafayette Commerce, includes a goal to 'Make the Hilltop-to-Hilltop Corridor Human-Scale, Pedestrian-Friendly, and The-Place-To-Be'. Proposed strategies include various biking- and walking-related education and encouragement activities, as well as infrastructure projects, policies, development standards, and public space improvements.

Visit Lafayette-West Lafayette offers numerous resources, guides, and maps that promote the area's walking and biking activities.

Together, these community initiatives contribute to changing culture and support the safety of people biking and walking.



Greater Lafayette Partners

Bicycle Lafayette's mission is to promote cycling as a safe, viable, and healthy form of transportation and recreation in Lafayette and West Lafayette. Bicycle Lafayette works with local government, businesses, and private citizens to advocate for an improved cycling community.

Healthy Active Tippecanoe and its partners foster healthy lifestyle options to reduce health risk factors, improve overall well-being, and maintain a productive, active community through collaboration, sharing of resources, and sustainable partnerships. There is a Safe Routes to School committee under their umbrella.

Pedal Lafayette, an initiative of Bicycle Lafayette, is an effort to map existing bike infrastructure, indicating trails and other bikeways, cycling levels of comfort and dangerous intersections.

The Purdue Cycling Club is composed of both undergrad and graduate students who want to become better cyclists. The club offers daily group rides, racing opportunities, and sponsorship benefits to its members. It takes in members regardless of skill level and helps them develop into the best rider they can possibly be.

The Wabash River Cycle Club promotes cycling in Tippecanoe County and beyond, by bringing together people of diverse backgrounds who share a passion for cycling, and providing cyclists of all levels opportunities to have a fun and supportive cycling experience. They offer a calendar of rides and encourage bicycle safety.

The West Lafayette Bicycle and Pedestrian Committee is a city-sponsored volunteer committee charged with improving West Lafayette for bicyclists and pedestrians. The committee works with City staff, other public agencies, and community organizations to promote active transportation, plan and host events, and support planning and project development.



Existing Plans, Policies, and Programs

The last decade has seen a significant increase in bicycle and pedestrian planning in Greater Lafayette, reflecting both growing demand and a better understanding of the need for safe and accessible transportation options for all. In turn, that planning leads directly to infrastructure projects. Currently, Greater Lafayette has the following bicycle and pedestrian infrastructure in place:



82 miles of Multiuse Trails



26 miles of Bike Lanes

Source: Journal Courier



6 miles of Bike Trails

Source: Purdue Review



4 miles of Sharrows

Source: Purdue University



4 miles of Footpath

Source: City of West Lafayette



668 miles of Sidewalks



Existing plans, policies, and programs, described in more detail below, serve as the foundation for this Plan. The documents were reviewed for information and recommendations that have been incorporated herein, with a focus on achieving the non-engineering elements of a safe and connected bicycle and pedestrian transportation network.

Tippecanoe County

Tippecanoe County Government and the Area Plan Commission of Tippecanoe County, as the Metropolitan Planning Organization (MPO), play a key role in leading and coordinating transportation planning for the Greater Lafayette area.

The long-range transportation plan adopted in 2012, Transportation Plan for 2040 – Completing Our Streets, established a vision for a connected and safe transportation system that serves all modes. Through objectives that include improved sustainability, enhanced mobility, and accessibility and improved safety and security of all road users, the plan established a Complete Streets policy and spending priorities intended to expand biking and walking infrastructure.

The updated plan, adopted in June of 2017, maintained and strengthened these priorities. The Complete Streets approach of these planning documents helps to ensure that state, regionally significant, and local projects include components that address bicycle and pedestrian safety and access.

In addition, the MPO produces project lists, through the four-year Transportation Improvement Program, which is updated every two years, and through an Annual Listing of Projects. Bicycle and pedestrian projects from these lists are included in Appendix C.

The Tippecanoe County Coordinated Human Services Transit Plan, completed in September of 2014, is another planning document that guides active transportation in Greater Lafayette. The goal of the plan is to create unified transportation services for targeted populations, by guiding funding for projects that maximize area-wide goals, eliminating redundancy and filling gaps in transportation services offered by various human service entities.

The Greater Lafayette Public Transportation Corporation, commonly known as CityBus, is the primary community transit provider offering fixed-route bus, supplemental routes, and paratransit service. It is discussed in more detail on page 23.



City of Lafayette

Multiple departments within the City of Lafayette are involved in walking and biking efforts, including Communications and Marketing, Economic Development, Engineering and Public Works, Parks and Recreation, Police, and Streets and Sanitation. The City has four primary planning documents that guide its decision-making: a Trails and Greenways Master Plan, an Americans with Disabilities Act (ADA) Transition Plan, a Park Master Plan, and a Bike and Pedestrian Plan.

The Trails and Greenways Master Plan was completed and adopted by the City of Lafayette in December of 2012. The plan consisted of maps and illustrations of proposed trails and trailheads and has guided the development of off-street active transportation options in Lafayette.

The City of Lafayette ADA Transition Plan was last revised in March of 2014. It includes a sidewalk and curb ramp inventory; a city facility assessment; information on related city policies, procedures, and programs; and a plan to ensure that people with disabilities have equal opportunity.

The Comprehensive Five Year Park Master Plan (2014-2018) was developed in 2013. Public input indicated a desire for more bike and walking trails, which were identified as a priority in the plan recommendations. The plan references the Linear Park Trail, which when completed, will be a 50-mile path linking every park and school around the city.

The City of Lafayette Bike and Pedestrian Master Plan was completed and adopted in June of 2015. This plan serves as a guide for future development of transportation options within the city limits of Lafayette and the city's connections to the surrounding communities. In addition to the identification and recommendation of needed infrastructure improvements, the plan addresses programs and policies, using the 5-E framework. Examples of recommendations include bike skills development classes, city-sponsored rides and walks on newly opened infrastructure, ticket diversion programs, training of law enforcement officers, a vulnerable road user law, additional training for planning and engineering staff, improved data collection and analysis, and securing new and additional funding.

In 2014, Lafayette enacted a 3-foot passing law to increase bicycle safety. In May of 2017, a Complete Streets Resolution was adopted. An ordinance with the framework for establishing a bike/pedestrian citizen advisory committee and a bike/pedestrian coordinator position within city staff was also passed.

City of West Lafayette

The City of West Lafayette also has several guiding documents which influence bicycle and pedestrian activities: the State Street Master Plan, the 2017-2021 City of West Lafayette Parks & Recreation System Master Plan, the West Lafayette Safe Routes to School Master Plan, and an ADA Transition Plan. Key city departments involved in the development of this plan included Parks and Recreation, Engineering, and Police.



The State Street Redevelopment Project is underway and expected to be completed in late 2018. The project will transform the backbone of West Lafayette into a welcoming hub from the Wabash River through downtown West Lafayette and Purdue University and west to US 231. It will include traditional bike lanes and separated bike lanes, while offering safe routes for people to walk and enjoy downtown West Lafayette.

In 2016, the 2017-2021 City of West Lafayette Parks & Recreation System Master Plan, establishing its strategic initiatives through 2022. Walking and biking initiatives factored greatly in both short- and long-term strategies. Additional infrastructure needs, such as bikeways, bridges, and bike parking, were highlighted, as was connectivity to Lafayette and county facilities. Other recommendations included community-based outreach and education, the need for dedicated staff and funding, additional data collection, and analysis with a focus on safety.

The West Lafayette Safe Routes to School, completed in 2010, called for the establishment of a community culture of walking and biking to achieve associated health, environmental, safety, and social benefits. The City and School Corporation partnered to promote policies and practices to encourage year-round walking and biking to school and a shared responsibility for the safety of children.

Beyond specific engineering recommendations, the plan also included detailed strategies for education, encouragement, and enforcement. Broadly, those strategies focused on school-based education of children; skills training through bicycle rodeos and other events; the important role of parents and parent councils in sharing information and safety messages; and enhanced enforcement through the use of speed trailers and progressive ticketing.

The City of West Lafayette ADA Transition Plan was developed in 2012. It serves as a guide for removing barriers to city services, programs, activities and facilities, to ensure equal access to all. It included a sidewalk and curb ramp inventory, identifying locations where non-compliant ramps and sidewalks exist, to be programmed and prioritized for repair.

For these City of West Lafayette initiatives, engagement with leadership, faculty, staff, and students at Purdue University is critical.

Purdue University

Purdue University has incorporated bicycle and pedestrian elements into various master plans and projects. In 2014, an Integrated Bicycle and Pedestrian Infrastructure Plan was developed.

A 'Bicycling at Purdue' website has information about riding on campus, bike registration and safety, as well as a map of bikeways and parking. A similar page exists for pedestrians.



In the fall of 2015, Purdue University launched an on-campus Zagster bike share program. In the summer of 2016, that program expanded into the Cities of Lafayette and West Lafayette, growing to 30 total bike share stations. An annual membership is \$35 and offers riders a flexible, affordable, and environmentally-friendly way to travel between and within campus and the two cities.

In July of 2015, a Purdue University Campus Traffic Circulation Plan Synthesis Report was completed with the purpose of synthesizing results and recommendations of prior traffic studies. It included an emphasis on the State Street Project and Perimeter Parkway Analysis, but did not address bicycle or pedestrian policies or programming.

In November of 2016, Purdue University was recognized with a silver level Bicycle Friendly University award by the League of American Bicyclists.

CityBus

CityBus, the Greater Lafayette Public Transportation Corporation, is an important partner in efforts to expand walking and biking and to ensure safety for those who do. It is one of the largest transit systems in Indiana; in 2015, it transported 2,335,860 people. CityBus has a fleet of 73 buses and operates ACCESS vans for the paratransit service serving persons with disabilities.

All fixed route buses have racks that hold two bikes, and wheelchair-lift or ramp-equipped buses are available on regular routes and campus loops. Students, faculty, and staff at both Purdue University and Ivy Tech have fare-free rides.



The Area Plan Commission of Tippecanoe County prepares an annual crash report based on data obtained from the Indiana State Police (ISP) Automated Reporting Information Exchange System (ARIES) database of crash reports submitted by the Lafayette, West Lafayette, Purdue, Dayton, and Battle-ground police departments, the Tippecanoe County Sheriff, the Department of Natural Resources, and the ISP. Bicycle and pedestrian crashes are included in the reports.

Bicycle and pedestrian crash data for years 2011-2015 was reviewed for trends in time of day, time of year, age, location, and primary factor(s) in the collision. Due to the numerous variables associated with a single crash, reviewing, and analyzing the trends can help with determining outreach messaging, target audiences, and high crash areas for targeted enforcement and other interventions.

During that five-year period, there were 404 crashes involving people biking and walking, 205 and 199 respectively. Eight people were killed while walking; one while biking. It is important to note that though this is the best available data, it only reflects those crashes for which a police report was completed and filed, possibly excluding minor incidents, near-misses, and crashes on private property.

Table 1 presents the number of crashes involving people biking and walking between 2011 and 2015. As expected, the numbers fluctuate from year to year, averaging 81 total crashes annually, or approximately one crash every four to five days. It is important to note that the overall fatality rate for Tippecanoe County is very low and that the number of crashes is trending downward.

Crash Data



Bicycle Crash Statistics						
	2011	2012	2013	2014	2015	Total
Total	38	45	49	37	36	205
Crashes with injuries	30	38	43	23	28	162
Number of injuries	30	38	43	25	29	165
Crashes with fatalities	0	0	1	0	0	1
Number of fatalities	0	0	1	0	0	1

Pedestrian Crash Statistics						
	2011	2012	2013	2014	2015	Total
Total	46	40	48	41	24	199
Crashes with injuries	44	35	43	36	23	181
Number of injuries	44	37	49	37	24	191
Crashes with fatalities	1	1	3	1	1	7
Number of fatalities	1	1	4	1	1	8

Table 1: Bicycle and Pedestrian Crash Statistics

Figure 4 shows the distribution of bicycle and pedestrian crashes throughout the day over the three-year period of 2013-2015. Crashes are most common during morning and early evening hours for both groups.



Figure 4: Bicycle and Pedestrian Crashes by Time of Day



The primary factors associated with crashes differ slightly for people walking and biking. For bicyclists, right-angle crashes are by far the most common type (Figure 5), occurring approximately seven times more often than collisions caused by left or right turns, sideswipes, or being struck from behind or head-on. Pedestrians are most commonly struck during left turns. Head-on and right-angle collisions are also most common.



Figure 5: Most Common Crash Types

Figures 6 - 11 show where bicycle and pedestrian crashes have occurred throughout the county and cities. Crashes are dispersed throughout the areas, but most occur in the central business district, where there are more people walking and biking; along major arterials, which are busy, high-speed streets that may lack safe infrastructure; or at intersections.

This crash data and analysis provided important information contributing to plan recommendations, guiding targeted interventions, and shaping policy and program development.



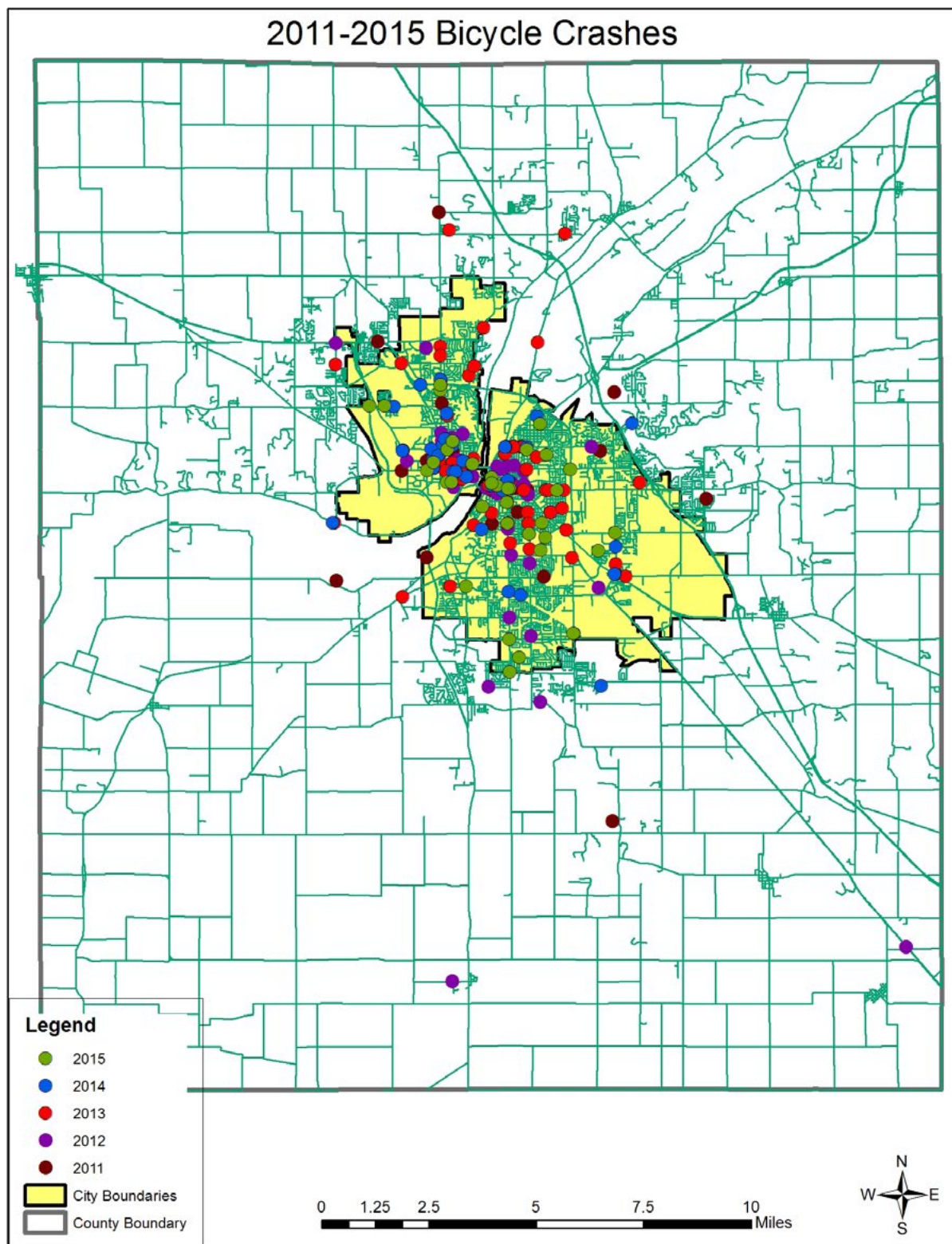


Figure 6: 2011 - 2015 Bicycle Crashes in Tippecanoe County



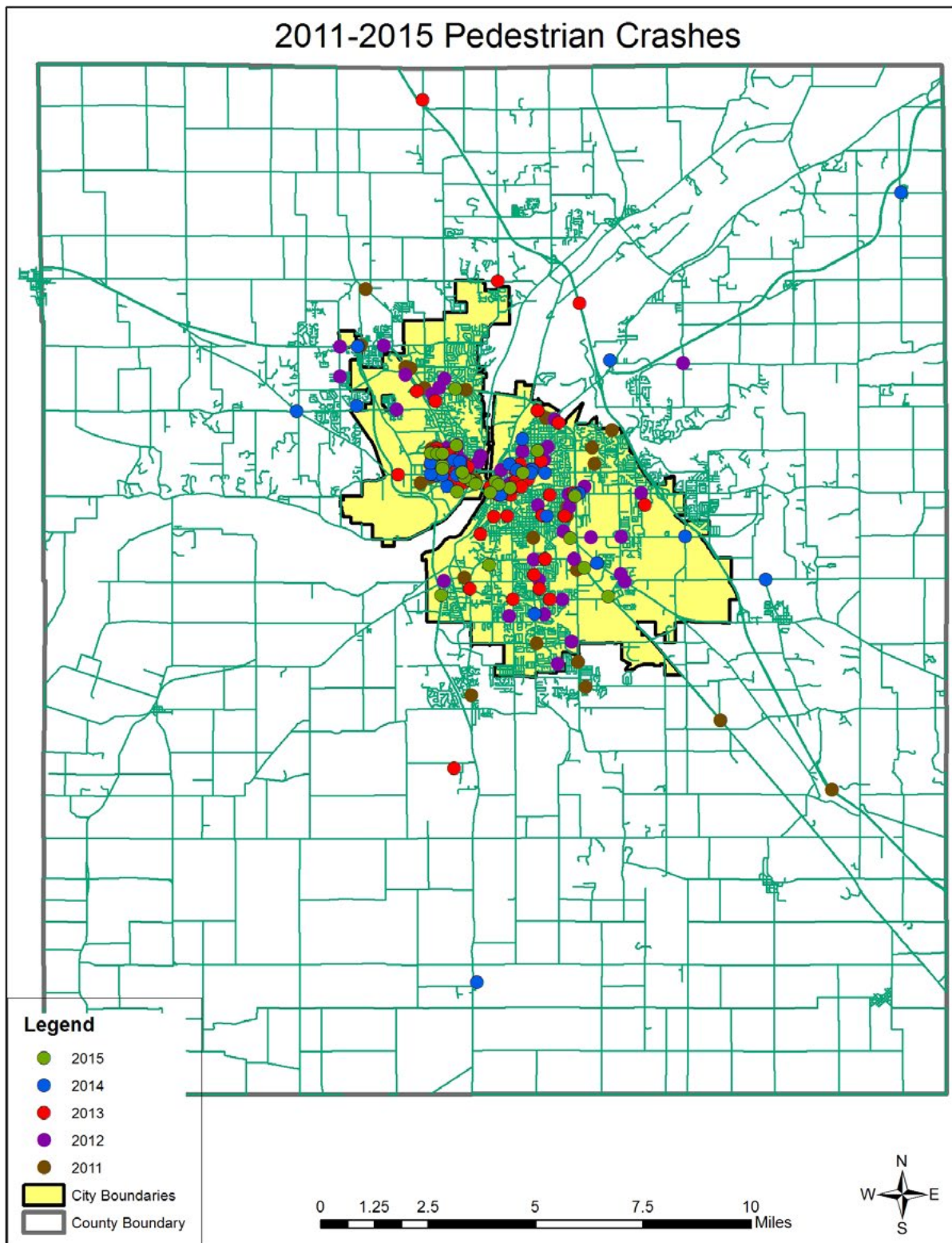


Figure 7: 2011 - 2015 Pedestrian Crashes in Tippecanoe County



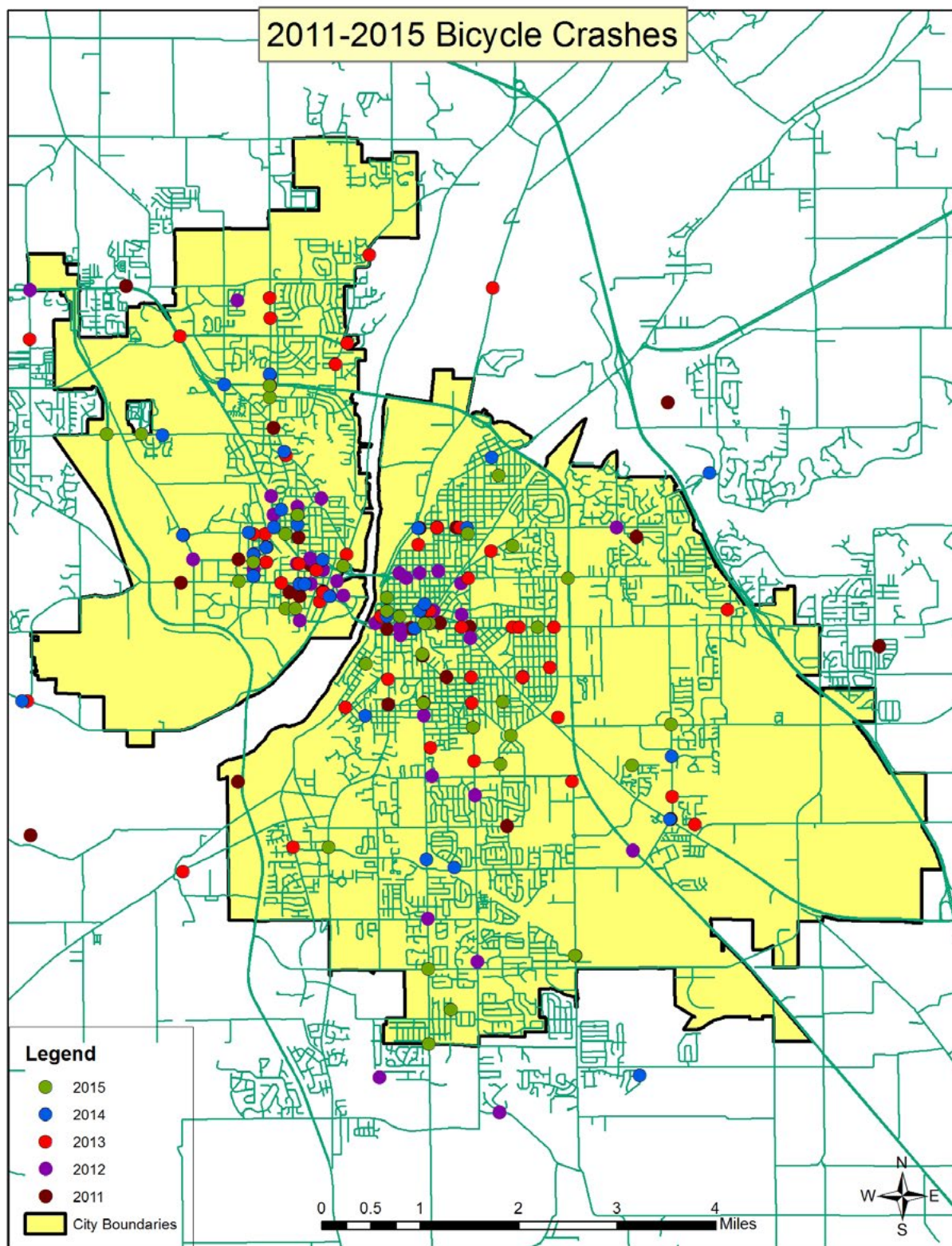


Figure 8: 2011 - 2015 Bicycle Crashes in Lafayette & West Lafayette



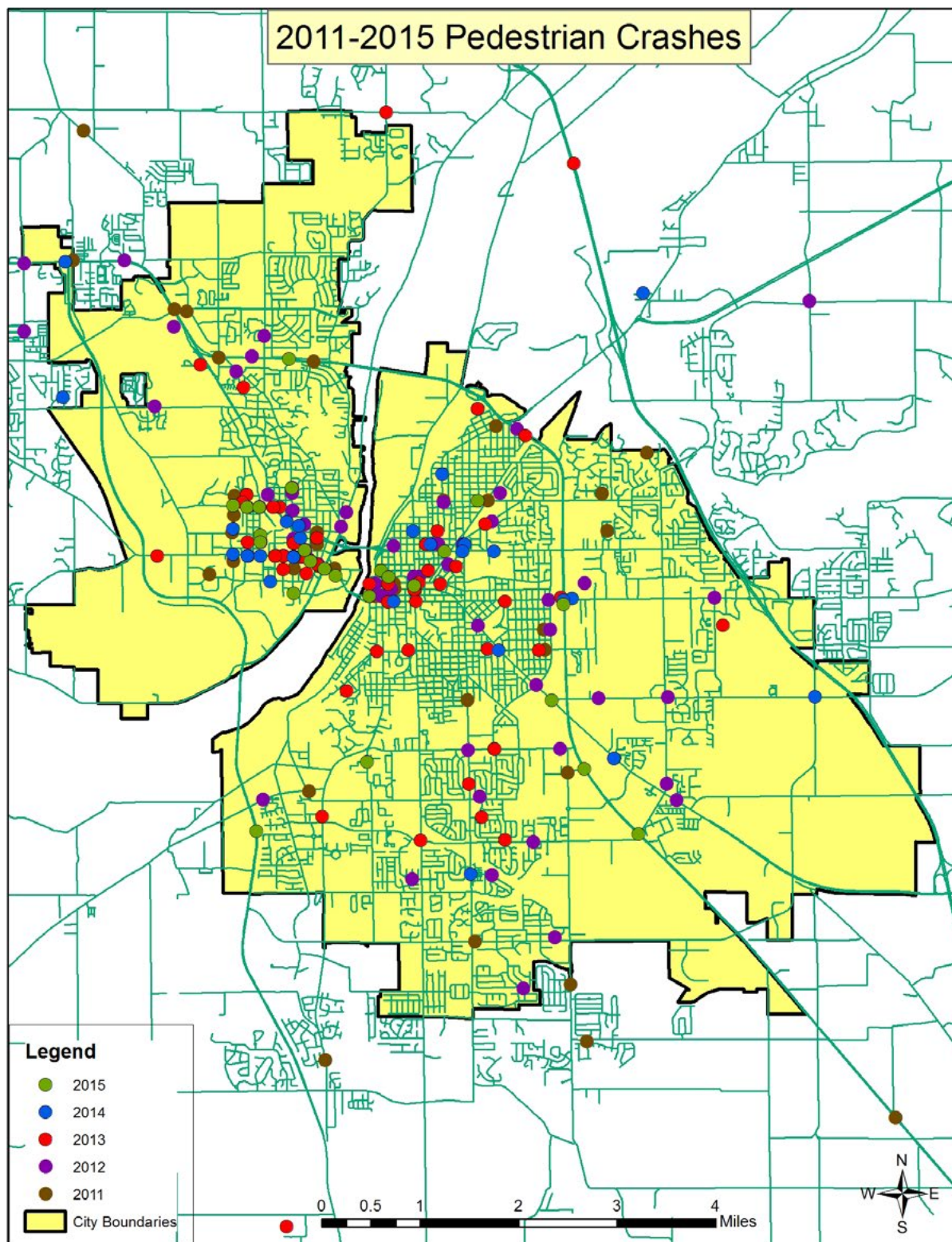


Figure 8: 2011 - 2015 Pedestrian Crashes in Lafayette & West Lafayette



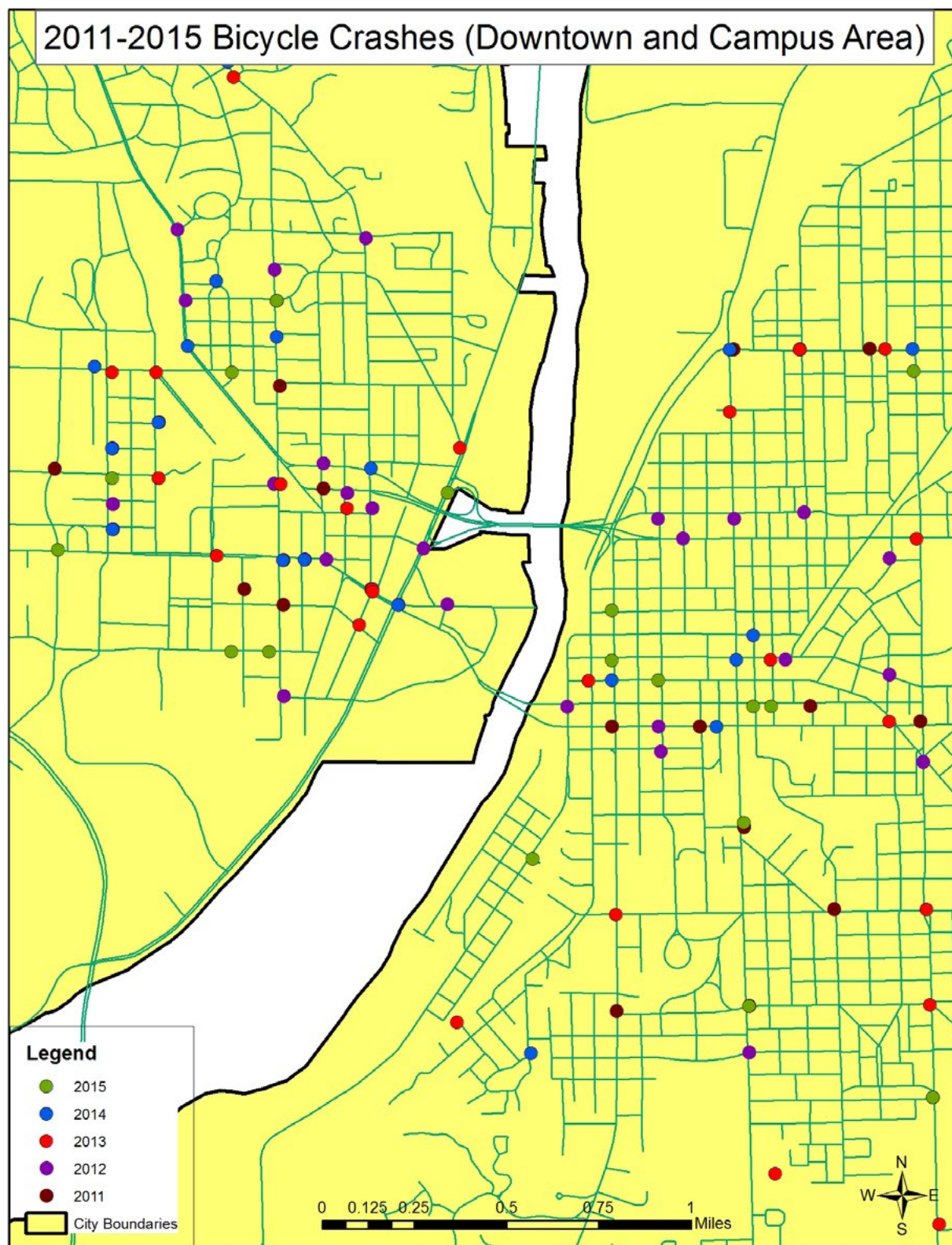


Figure 10: Bicycle Crashes in downtown Lafayette, the Levee, and Purdue University



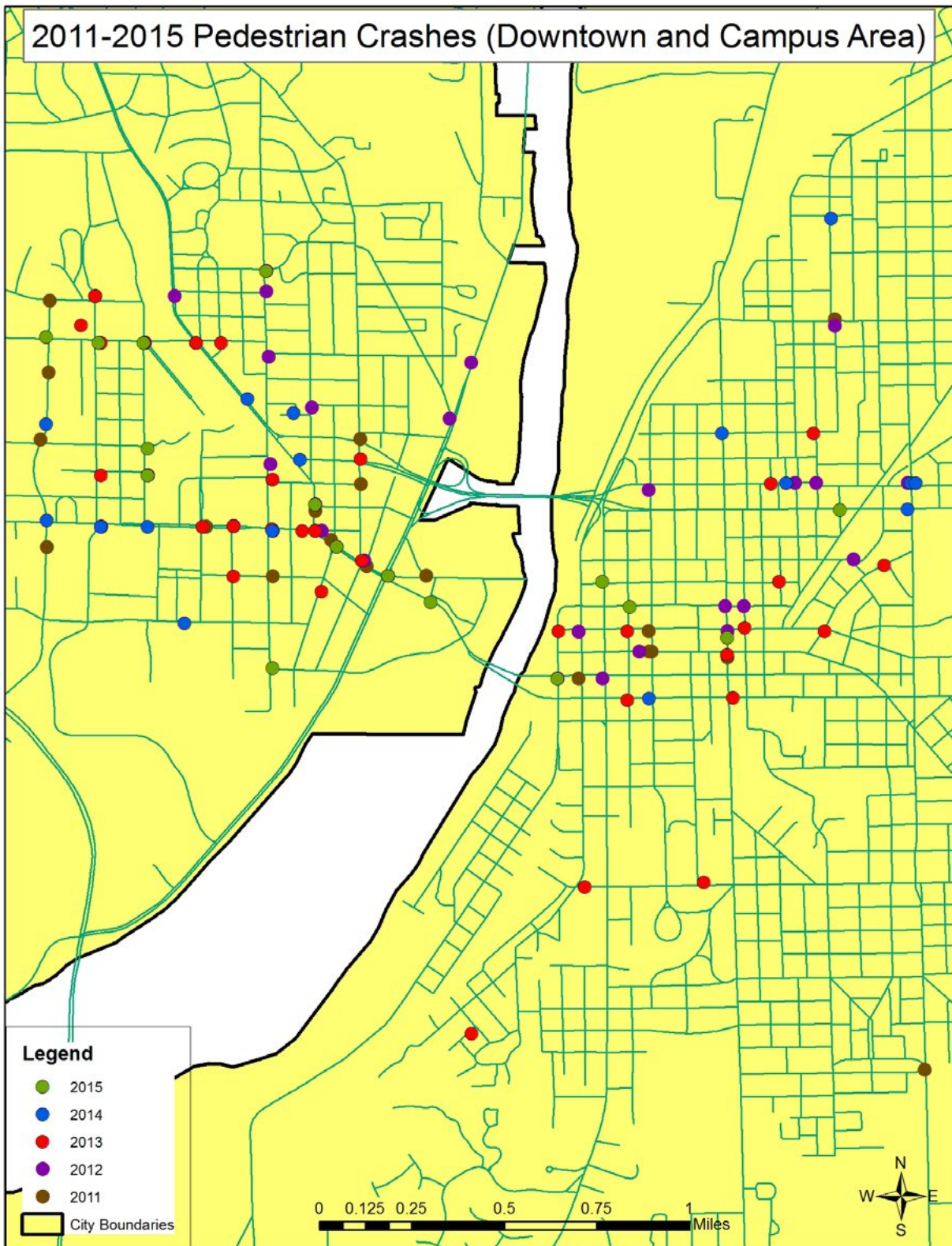


Figure 11: Pedestrian Crashes in downtown Lafayette, the Levee, and Purdue University



Stakeholder and Survey Input

Quality planning efforts rely significantly on the contributions of key community stakeholders and the broader public who are intended to benefit from plan implementation. As such, information gleaned through discussion with the Advisory Committee and the public survey were useful in identifying the top priority safety issues and concerns among people who currently walk and bike, as well as the perceived risks among people who do not.

As previously referenced, vehicle speed is one of the most widely-recognized factors that influences crash and injury severity. The relationship is demonstrated in Figure 12. This safety concern was reinforced in the social indicator survey with 69 percent of respondents being very concerned with drivers failing to slow down when passing. Other concerns voiced by the committee included failure to yield appropriate right-of-way, passing too closely, and intentionally directing vehicle exhaust at people walking or biking.

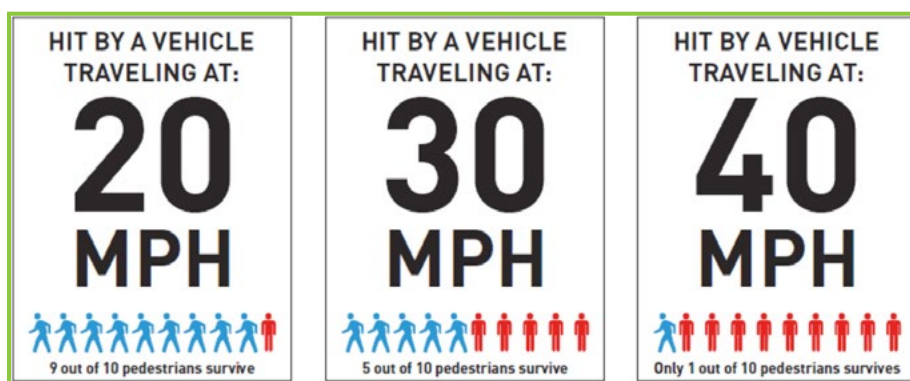


Figure 12: Vehicle Speed and Pedestrian Survival
Source: Seattle Department of Transportation

Another concern shared by the committee and survey respondents was the limitations to and constraints on enforcement of traffic violations by all users – motorists, bicyclists, and pedestrians. This was validated in follow up conversations with law enforcement officials, who agreed it was rare to issue citations to pedestrians or bicyclists for traffic infractions, or to motorists for failing to yield, unsafe speed or passing, or harassment. Adding to the complexity of the situation, the City of Lafayette lacks a municipal court to hear ordinance violation cases.



Other highlights of the community social indicator survey are noted here and in Figure 13:

- From the perspective of people walking or biking:
 - 82 percent were very concerned with drivers who are distracted;
 - 72 percent were very concerned with drivers not looking or failing to yield at crossings; and
 - 69 percent were very concerned with drivers failing to slow down when passing or not passing within a safe distance.
- From the motorist perspective:
 - 55 percent were very concerned with people biking against traffic;
 - 73 percent were very concerned with biking and walking in unpredictable ways; and
 - 59 percent were very concerned with bicyclist's failure to stop at lights and stop signs.
- 82 percent of respondents indicated they would support a small tax increase to help pay for more biking and walking infrastructure.
- 96 percent of respondents knew that 'drivers should yield' to pedestrians in crosswalks

As discussed above, the ability of all roadway users – motorists, bicyclists, and pedestrians – to share the transportation space is fundamental to creating a culture in which those most vulnerable feel protected and that they belong.

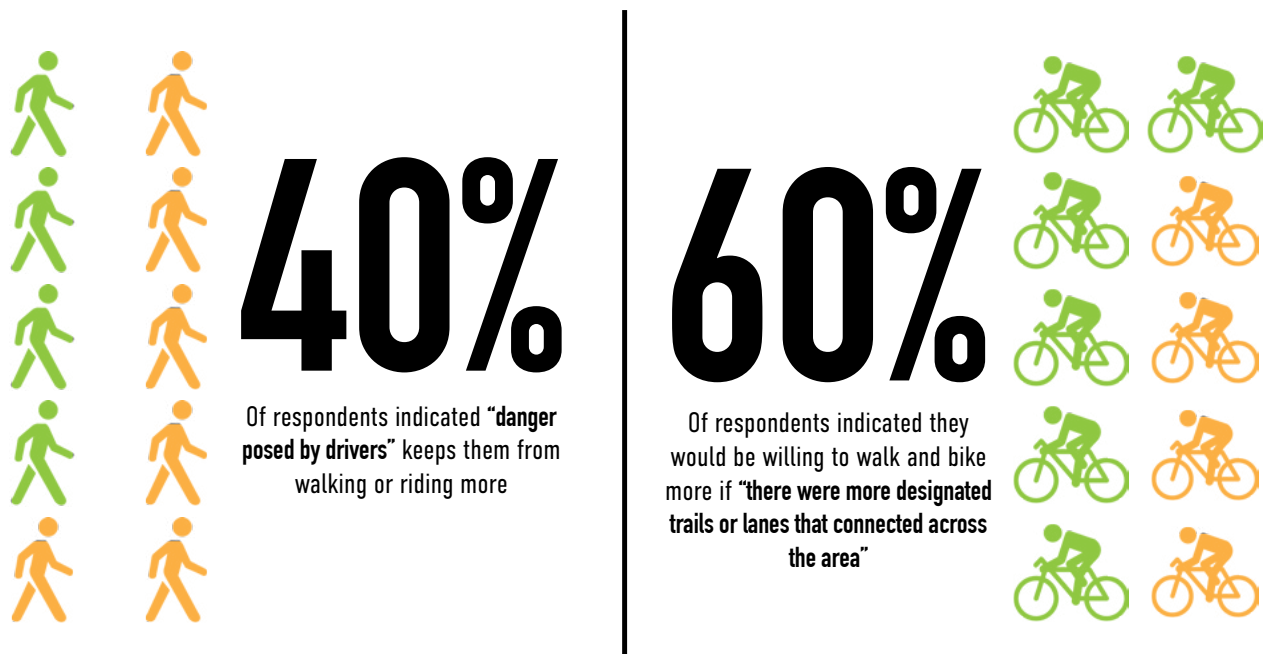


Figure 13: Selected Survey Results



4

Recommendations



The information gathered through the planning process, grounded in previous efforts and existing conditions, was then compiled and synthesized to develop recommended strategies to guide plan implementation.

The evidence is clear: for most people, infrastructure improvements alone are not enough to fully alleviate safety concerns associated with walking and biking. Instead, engineering improvements need to be coupled with education and outreach, and an assurance that all transportation users are accountable to the rules of the road.

As noted in the introduction, the 'E' framework offers a useful approach for developing and organizing strategies to improve safety for people walking and biking. Engineering projects have been and will continue to be addressed through the various planning documents and projects described in the previous chapter. This Bike Walk Greater Lafayette Safety Plan focuses on the other E's: Education, Encouragement, Enforcement, and Evaluation. Strategic policy and program development, adoption, and implementation strengthen safety efforts even further.

In the following tables, the Safety Plan strategies are divided into categories based on the E's. They are described and prioritized, key partners are identified, and a timeline and relative cost are provided. In addition, there are suggested evaluation measures and resources for each strategy.



Key

Priority	High (H)	These strategies need to happen first (before others), are urgent, or are high-impact
	Medium (M)	These strategies are important, but may require planning and capacity-building
	Low (L)	These strategies are long-term or will have lesser impact
Partners	Many public agencies and community stakeholders have a role in improving walking and biking safety. Identified partners include:	
	BL	Bike Lafayette
	BWGL	Bike Walk Greater Lafayette
	CL	City of Lafayette
	CWL	City of West Lafayette
	GLC	Greater Lafayette Commerce
	LSC	Lafayette School Corporation
	LP	City of Lafayette Police Department
	PU	Purdue University
	TC	Tippecanoe County
	TCAPC	Tippecanoe County Area Plan Commission
	TSC	Tippecanoe School Corporation
	WLCSC	West Lafayette Community School Corporation
	WP	City of West Lafayette Police Department
Timeline	Short-term (S)	These strategies will take up to three years
	Mid-term (M)	These strategies will take four to seven years
	Long-term (L)	These strategies will take more than seven years
Cost	\$	These strategies are low-cost and can be implemented with relative ease
	\$\$	These strategies need funding beyond what is readily available through jurisdictions and partners
	\$\$\$	These strategies require capital funding or significant, coordinated fund development



The education component of the plan addresses knowledge and skills-based information and training for people of all ages and abilities. At the community level, this work begins with bicycle and pedestrian safety education as a routine part of school-based curricula. Community organizations, businesses, and campuses can offer options for older youth and adults, by hosting lunch and learn events, sponsoring walks, or offering on-bike training opportunities.

It is also vital that motorists, bicyclists, and pedestrians are aware of their rights and responsibilities on the road, which can be accomplished through public outreach and education campaigns that promote shared responsibility for safety. Driver education and awareness can and should be elevated through targeted outreach mechanisms, such as formal inclusion on BMV tests and registration materials; partnerships with the American Automobile Association (AAA) and other motor clubs; roadside or parking area message boards; and other everyday venues such as businesses and community organizations.

Education

Strategy: Develop and implement a multimedia education and outreach campaign

Activities and Tasks	- Establish messages and information to be shared - Create and provide educational materials (see table below) - Distribute information through community partners - Tailor activities for Purdue University and other institutions - Reach motorists through car dealerships, repair shops, etc.		
Evaluation Examples	- What materials were developed? - How many people were reached? - How many partners participated?		
Priority	Partners	Timeline	Cost
H	BL, BWGL, CL, CWL, TC, TCAPC	S	\$\$
Resources			
<i>Education Campaigns</i> - Pedestrian and Bicycle Information Center: http://www.pedbikeinfo.org/programs/education_campaigns.cfm <i>Street Smart</i> : http://www.bestreetsmart.net/ <i>Pedestrian and Bicycle Safety Education and Outreach</i> - Federal Highway Administration: https://safety.fhwa.dot.gov/ped_bike/education/			

Educational Material Ideas

- | | |
|--|--|
| <ul style="list-style-type: none"> Bicycle Guide/Map Billboards Brochures Bumper stickers Envelope inserts Flyers Informational posters | <ul style="list-style-type: none"> Newspaper articles/columns Posters Presentation slides Public service announcements Rack cards Videos Websites |
|--|--|



Strategy: Develop and expand Safe Routes to School (SRTS) programs			
Activities and Tasks	- Identify or develop resources and materials (curricula, lesson plans, presentations, etc.) - Deliver walking and bicycling skills classes within the school setting - Provide materials on walking and biking safety to adults (staff, parents, etc.) - Establish 'park and walk' or 'remote drop-off' locations - Conduct walk and bike safety audits near schools - Participate in Walk to School Day (October) and Bike to School Day (May)		
Evaluation Examples	- How many students receive training? - How many schools participate in Walk/Bike to School Day? - How many walk audits are conducted?		
Priority	Partners	Timeline	Cost
H	BL, BWGL, CL, CWL, LSC, TC, TSC, WLCSC	S	\$\$
Resources			
National Center for Safe Routes to School: www.saferoutesinfo.org Safe Routes to School National Partnership: http://www.saferoutespartnership.org/ Indiana Safe Routes to School Partnership: http://healthbydesignonline.org/INSRTS.html National Walk and Bike to School Day: www.walkbiketoschool.org <i>Starting a Walking School Bus</i> – National Center for Safe Routes to School: www.walkingschoolbus.org			

Strategy: Provide community-based safety education and training			
Activities and Tasks	- Train professional drivers, particularly those of large vehicles (school bus, transit, delivery, and other commercial trucks) - Partner with driver training schools and instructors - Deliver walking and bicycling skills classes - Certify community-based League of American Bicyclist Cycling Instructors (LCI)		
Evaluation Examples	- How many trainings were conducted? - How many people were trained? - How many LCIs are in the county?		
Priority	Partners	Timeline	Cost
M	BL, BWGL, CL, CWL, TC	S	\$
Resources			
<i>How to Educate Pedestrians and Bicyclists</i> - Pedestrian and Bicycle Information Center: http://www.pedbikeinfo.org/programs/education.cfm <i>Smart Cycling</i> – League of American Bicyclists: http://bikeleague.org/ridesmart <i>League Cycling Instructors (LCIs)</i> – League of American Bicyclists: http://bikeleague.org/content/become-instructor <i>Large Vehicle Urban Driving Safety Program</i> - San Francisco Municipal Transportation Agency: https://www.sfmta.com/projects-planning/projects/large-vehicle-urban-driving-safety-program			



Strategy: Create walking and biking street teams			
Activities and Tasks	• Prioritize high crash locations • Provide safety information • Distribute materials, lights, stickers, etc. • Celebrate active transportation and safety		
Evaluation Examples	• How many people were reached? • How many items were distributed?		
Priority	Partners	Timeline	Cost
M	BL, BWGL, GLC	S	\$
Resources			
Contact Health by Design: http://healthbydesignonline.org/contact.html			



Encouragement

Encouragement contributes to a strong active transportation culture by promoting and celebrating walking and biking. This can be achieved through participation in Bike Month activities, Walk/Bike to School Days, organized weekly and/or monthly walks, and promoting walk- and bike-friendly routes and businesses. Investing in public bike sharing systems and internal fleets is another convenient and cost-effective way to encourage people to make short trips by bike.

Strategy: Promote active transportation to and from community events, festivals, street fairs, etc.

Activities and Tasks	• Encourage travel by walking, biking, or transit • Offer incentives • Provide temporary bicycle parking		
Evaluation Examples	• How many people arrived by walking or biking? • Was bike parking provided?		
Priority	Partners	Timeline	Cost
H	BL, BWGL, CL, CWL, GLC, PU, TC	S	\$
Resources			
<i>Bicycle Friendly Districts 2.0</i> – People Powered Movement: http://www.peoplepoweredmovement.org/site/images/uploads/Bike_Friendly_Business_Districts_Draft_3_(1).pdf			
<i>Multi-Component Workplace Supports for Active Commuting</i> – County Health Rankings: http://www.countyhealthrankings.org/policies/multi-component-workplace-supports-active-commuting			
<i>Bicycle Commuter Benefit</i> – League of American Bicyclists: http://bikeleague.org/content/bicycle-commuter-benefit			



Strategy: Host walks, rides, events, and on-trail programming (scavenger hunts, story walks), etc.

Activities and Tasks	• Participate in Bike Month activities • Partner with other community organizations		
Evaluation Examples	• How many activities/events were held? • How many people participated?		
Priority	Partners	Timeline	Cost
H	BL, BWGL, GLC, PU	S	\$
Resources			
<i>Guide to Organizing a Bicycle Event</i> – League of Michigan Bicyclists: http://www.lmb.org/index.php?option=com_content&view=article&id=254&Itemid=255			
<i>Guide to Fundraising Rides</i> – Alliance for Biking & Walking: http://www.peoplepoweredmovement.org/pdf/Ride-Guide2ndEdition.pdf			
<i>Programming Archives</i> – Project for Public Spaces: http://www.pps.org/reference/reference-categories/parks-articles/programming/			
<i>How Cities Use Parks for Arts and Cultural Programs</i> – American Planning Association: https://www.planning.org/cityparks/briefingpapers/arts.htm			

Strategy: Engage the business community in safe walking and biking

Activities and Tasks	• Provide worksite-based education and training • Develop a local businesses/restaurant ‘frequent biker/walker’ incentive program • Establish employee incentive programs for active transportation		
Evaluation Examples	• How many businesses participate? • How many trainings were conducted?		
Priority	Partners	Timeline	Cost
H	BL, BWGL, CL, CWL, GLC, PU, TC	S	\$
Resources			
<i>Bicycle Friendly Districts 2.0</i> – People Powered Movement: http://www.peoplepoweredmovement.org/site/images/uploads/Bike_Friendly_Business_Districts_Draft_3_(1).pdf			
<i>Multi-Component Workplace Supports for Active Commuting</i> – County Health Rankings: http://www.countyhealthrankings.org/policies/multi-component-workplace-supports-active-commuting			
<i>Bicycle Commuter Benefit</i> – League of American Bicyclists: http://bikeleague.org/content/bicycle-commuter-benefit			



Strategy: Encourage placemaking activities that promote active transportation

Activities and Tasks	• Activate public spaces • Make neighborhood-scale improvements		
Evaluation Examples	• How many activities were held? • What changes were made?		
Priority	Partners	Timeline	Cost
M	BL, BWGL, CL, CWL, TC	S	\$
Resources			
<i>What is Placemaking?</i> – Project for Public Spaces: www.pps.org/reference/what_is_placemaking/ <i>The Scenic Route: Getting Started with Creative Placemaking and Transportation</i> – Transportation for America: http://creativeplacemaking.t4america.org Tactical Urbanism Guide: http://www.tacticalurbanismguide.com <i>101 Ways you Can Improve your Community</i> – Curbed: http://www.curbed.com/2016/9/22/13019420/urban-design-community-building-placemaking			



The enforcement element contributes to the overall safety of the transportation network when laws and regulations are applied fairly and without bias, whether people are walking, biking, riding transit, or driving. Law enforcement officers must understand these laws, know how to enforce them, be empowered to use them, and apply them equitably. A strong relationship between bicycling and pedestrian communities and law enforcement is essential. The active presence and participation of officers on the Advisory Committee bodes well for this element of plan implementation.

Enforcement

Strategy: Partner with law enforcement agencies and officers to improve safe biking and walking

Activities and Tasks	• Continue speed-related enforcement in school zones • Establish speed-related enforcement in high-crash areas • Enforce existing ordinances (i.e. snow removal, 3-foot passing law) • Ensure bicycle and pedestrian safety-related violations are recorded • Conduct high-visibility enforcement activities • Consider how to incorporate bike and ped safety into diversion programs		
Evaluation Examples	• How many enforcement activities occurred? • How many bicycle and pedestrian safety-related citations were issued? • How many speed related citations were issued?		
Priority	Partners	Timeline	Cost
H	BL, BWGL, CL, CWL, LP, TC, WP	S	\$\$
Resources			
<i>Pedestrian Safety Enforcement Operations: A How-To Guide</i> - National Highway Traffic Safety Administration: https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/812059-pedestriansafetyenforceoperahowtoguide.pdf			
<i>Speed Enforcement in School Zone</i> - Safe Routes to School Online Guide: http://guide.saferoutesinfo.org/enforcement/speed_enforcement_in_school_zone.cfm			
<i>Snow Removal Policies</i> – Pedestrian and Bicycle Information Center: http://www.pedbikeinfo.org/data/faq_details.cfm?id=4125			



Strategy: Ensure law enforcement officer (LEO) participation on Bicycle-Pedestrian Advisory Committee(s)

Evaluation Examples	Do LEOs participate on committee(s)?		
Priority	Partners	Timeline	Cost
H	CL, CWL, LP, TCAPC, WP	S	\$\$
Resources			
<i>Working with Law Enforcement Officers</i> – Pedestrian and Bicycle Information Center: http://www.pedbikeinfo.org/programs/enforcement_worklawenforce.cfm			

Strategy: Train law enforcement officers on bicycle and pedestrian traffic laws and related topics

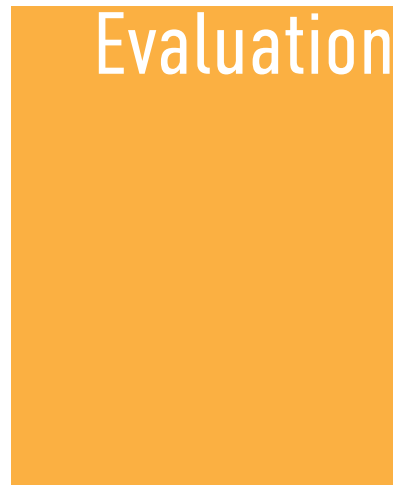
Evaluation Examples	- Did training occur? - How many LEOs were trained?		
Priority	Partners	Timeline	Cost
L	BWGL, LP, WP	M	\$\$
Resources			
International Police Mountain Bike Association: http://ipmba.org/ <i>Train Law-Enforcement Officers in Pedestrian Laws and Safety</i> – America Walks: http://americawalks.org/train-law-enforcement-officers-in-pedestrian-laws-and-safety			

Strategy: Establish a multidisciplinary crash review team

Activities and Tasks	- Include law enforcement officers, planners, engineers, public health, and other community partners - Convene regularly to review and assess crashes and develop strategies for improvements - Conduct field audits - Establish systems for communicating crash information among departments/agencies between meetings		
Evaluation Examples	- Was a team established? - Who participates?		
Priority	Partners	Timeline	Cost
H	CL, CWL, LP, TC, TCAPC, WP	S	\$\$
Resources			
<i>Working with Law Enforcement Officers</i> – Pedestrian and Bicycle Information Center: http://www.pedbikeinfo.org/programs/enforcement_worklawenforce.cfm International Police Mountain Bike Association: http://ipmba.org/			



Evaluation activities support the monitoring and tracking of plan implementation, examining the successes and challenges of individual activities and the plan overall, and then incorporating lessons-learned in an ongoing way. Performance measures are essential, and ensure that plan activities are effectively achieving intended targets and goals.



Strategy: Evaluate all programs, outreach activities, campaigns, projects, etc.			
Evaluation Examples	• How many people attended? • How much material was distributed? • Did knowledge or skills improve? • What changes occurred?		
Priority	Partners	Timeline	Cost
H	BL, BWGL, CL, CWL, TC	S	\$
Resources			
Contact Health by Design: http://healthbydesignonline.org/contact.html			

Strategy: Establish bike and pedestrian count locations and systems			
Evaluation Examples	• How many count locations were established? • Where are the count locations? • How many trips were taken on Zagster bikes?		
Priority	Partners	Timeline	Cost
M	CL, CWL, TC, TCAPC	M	\$\$
Resources			
<i>Counting Bicyclists and Pedestrians to Inform Transportation Planning</i> – Active Living Research: http://activelivingresearch.org/counting-bicyclists-and-pedestrians-inform-transportation-planning <i>Counts</i> – Pedestrian and Bicycle Information Center: http://www.pedbikeinfo.org/planning/tools_counts.cfm National Bicycle and Pedestrian Documentation Project: http://bikepeddocumentation.org/			



Strategy: Repeat community social indicator survey in 2019 to gauge changes in knowledge and attitudes

Evaluation Examples	- Was the survey conducted? - What measurable changes occurred?		
Priority	Partners	Timeline	Cost
M	BL, BWGL, CL, CWL, TC	M	\$
Resources			
Contact consultant team			

Strategy: Review and monitor crash, injury, and fatality data annually (including, but not limited, to ARIES, EMS, and hospital sources)

Evaluation Examples	- How many crashes involved pedestrians and bicyclists? - How many injuries occurred? - How many fatalities occurred?		
Priority	Partners	Timeline	Cost
H	CL, CWL, LP, TP, TCAPC, WP	S	\$
Resources			
<i>Pedestrian and Bicyclist Crash Statistics</i> - Pedestrian and Bicycle Information Center: http://www.pedbikeinfo.org/data/factsheet_crash.cfm Vision Zero Network: http://visionzeronetwork.org/			

Strategy: Establish an ongoing system for collecting public input related to walking and biking

Evaluation Examples	- Was a system established? - How many comments were received?		
Priority	Partners	Timeline	Cost
H	CL, CWL, TC, TCAPC	S	\$
Resources			
Contact Health by Design: http://healthbydesignonline.org/contact.html			



Lastly, relevant local policies and programs, both formal and informal, need to be developed, enacted, or updated to reflect Greater Lafayette's commitment to bicycle and pedestrian safety. Public agencies, property owners, organizations, and businesses have a shared responsibility to ensure safety and access for all users of the transportation system. Policy changes should focus priorities toward human-scaled rather than automobile-centric environments.

Though engineering activities are not the focus of this plan, review of the planning documents referenced above revealed the need for community-wide policies and programs that focus on engineering solutions. Safety measures such as the use of traffic control devices, improved lighting, traffic calming elements, and improved roadway design can reduce speeds, increase visibility, and benefit all modes.

Recommendations include:

- The use of accessible pedestrian signals, countdown signals, and crosswalk striping at traffic controlled intersections in all future projects;
- Consideration for crosswalks at uncontrolled intersections as part of any future project at that location; and
- Connecting routes, trail systems, and communities through wayfinding

In addition, it was advised that communities host encouragement events and rides on newly opened trails, walkways, and bikeways. These engineering-related strategies will enhance the other implementation activities outlined below.

Policies and Programs

Strategy: Review and update zoning ordinances and planning documents, including the thoroughfare plan, to support walking and biking

Evaluation Examples

- How many updates to ordinances and planning documents occurred?

Priority

M

Partners

BWGL, CL, CWL, TC

Timeline

M

Cost

\$\$

Resources

Pedestrian Friendly Code Directory – Change Lab Solutions: <http://www.changelabsolutions.org/publications/pfc-directory>

Getting the Wheels Rolling: A Guide to Using Policy to Create Bicycle Friendly Communities – Change Lab Solutions: http://www.changelabsolutions.org/sites/default/files/Getting_the_Wheels_Rolling_Toolkit-FINAL_20130823_0.pdf

Planning and Zoning for Health in the Built Environment – American Planning Association: <https://planning-org-uploaded-media.s3.amazonaws.com/document/EIP38.pdf>



Strategy: Adopt a Vulnerable Road User (VRU) law in each jurisdiction			
Evaluation Examples	Were VRU laws adopted?		
Priority	Partners	Timeline	Cost
L	BL, BWGL, CL, CWL, TC	M	\$
Resources			
<i>Vulnerable Road User (VRU) Laws</i> – League of American Bicyclists: http://bikeleague.org/content/model-vulnerable-road-user-law			

Strategy: Adopt and/or implement a Complete Streets policy in each jurisdiction			
Evaluation Examples	- Were Complete Streets policies adopted? - What implementation measures will be evaluated?		
Priority	Partners	Timeline	Cost
H	BL, BWGL, CL, CWL, TC	S	\$
Resources			
National Complete Streets Coalition: http://completestreets.com/ Indiana Complete Streets Coalition: http://healthbydesignonline.org/IndianaCompleteStreetsCampaign.html <i>The Best Complete Streets Policies of 2016</i> – National Complete Streets Coalition: https://smartgrowthamerica.org/announcing-best-complete-streets-policies-2016/			

Strategy: Establish dedicated funding for bicycle and pedestrian infrastructure projects and non-infrastructure activities			
Evaluation Examples	How much funding was dedicated?		
Priority	Partners	Timeline	Cost
H	BWGL, CL, CWL, TC	M	\$\$\$
Resources			
<i>How Do We Pay for Sidewalks (and Other Infrastructure)?</i> – Mark Fenton: www.markfenton.com/resources/Side-walkFundingSummaryFenton.pdf <i>Maps & Tools</i> – Transportation for America: http://t4america.org/maps-tools/			



Strategy: Establish a Bicycle-Pedestrian Coordinator position within both cities

Evaluation Examples	Were coordinator positions established?		
Priority	Partners	Timeline	Cost
H	BL, BWGL, CL, CWL, TC	S	\$\$
Resources			
Contact Health by Design: http://healthbydesignonline.org/contact.html			

Strategy: Establish a county-wide Bicycle-Pedestrian Advisory Committee

Evaluation Examples	Was a committee established?		
Priority	Partners	Timeline	Cost
M	BWGL, CL, CWL, TC	S	\$
Resources			
<i>Best Practices for Bicycle and Pedestrian Advisory Committees</i> – Advocacy Advance: www.advocacyadvance.org/site_images/content/BPAC_Best_Practices_Report_FINAL.pdf			

Strategy: Complete and submit Bicycle and Walk Friendly community, business, and university applications and renewals

Evaluation Examples	- How many applications were submitted? - How many designations were made?		
Priority	Partners	Timeline	Cost
M	BL, BWGL, CL, CWL, GLC, PU, TC	M	\$
Resources			
<i>Becoming a Bicycle Friendly Community</i> – League of American Bicyclists: http://bikeleague.org/content/communities <i>Walk Friendly Communities</i> : www.walkfriendly.org <i>Become a Bicycle Friendly Business</i> – League of American Bicyclists: http://bikeleague.org/business <i>Bicycle Commuter Benefit</i> – League of American Bicyclists: http://bikeleague.org/content/bicycle-commuter-benefit			



Strategy: Support statewide efforts to incorporate bicycle and pedestrian safety information and education into Indiana Bureau of Motor Vehicles manuals, guides, and trainings

Evaluation Examples

- Was there participation in a statewide effort?

Priority

Partners

Timeline

Cost

L

BL, BWGL, CL, CWL, TC

M

\$

Resources

Indiana Bureau of Motor Vehicles Driver Education: <http://www.in.gov/bmv/3016.htm>

Bicycle Indiana: <http://www.bicycleindiana.org/>



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5

Next Steps



The development and adoption of this Bike Walk Greater Lafayette Safety Plan is a significant step forward in advancing a culture of active transportation throughout Tippecanoe County. A focus on safety – and corresponding education, encouragement, enforcement, evaluation, and policy and program development strategies – will lead to a strengthened sense of mutual respect and shared responsibility among everyone, regardless of how they travel. When linked to infrastructure projects that increase access and connectivity for people biking and walking, more people will choose those modes, which will, in turn, improve safety even further.

The leadership and commitment demonstrated by representatives of the county and cities, as well as that of community organizations and Advisory Committee members, offers assurance that this plan will indeed be regarded as ‘living.’ Many of the recommendations are already in process, or will build on ongoing initiatives. There is momentum to launch education and outreach activities, and to advance a dialogue around key messages and other communication strategies. Partners are already asking how they can be involved and what they can do to help.

Continued communication, coordination, and collaboration among stakeholders will be essential, as will dedicated, sustained funding to fully implement Plan recommendations. Through the investment of time and energy, fiscal resources, and human capital, Greater Lafayette can and will achieve improved safety for all road users.



6

Appendices



Appendix A: Meeting Agendas and Minutes

Appendix B: Survey Results

Appendix C: Bike and Ped Projects Programmed in 2018 TIP



INDOT BICYCLE & PEDESTRIAN SAFETY / AWARENESS & EDUCATION PROGRAM

Kick Off Meeting

October 21, 2016

Attendees: Scott Minor, Empower Results
Kim Irwin, Health by Design
Margy Deverall, City of Lafayette
Rose Kaczmarowski, Bicycle Lafayette
Dennis Carson, City of Lafayette
Kara Bishop, City of Lafayette
John Thomas, Area Planning Commission
Doug Poad, Area Planning Commission
Ryan Smith, BF&S
Jessica Gordon, BF&S

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Founded 1961



These minutes were prepared by Jessica Gordon. Please inform her of comments or questions at jgordon@bfsengr.com

Meeting began at 10:00 AM at the Economic Development Department building in downtown Lafayette.

Background

As Margy Deverall explained, this project was motivated from the bicycle-car accident on Harrison Bridge in 2015. It sparked a group of people in the community to form a committee that met periodically to discuss the bicycle and pedestrian issues of the greater Tippecanoe area. From their committee meetings, the idea to develop safety and awareness programming was born.

Project Scope

This plan will provide the written framework in which the Tippecanoe County MPO area will use to implement and provide bicycled and pedestrian safety, awareness, and education programs that will benefit all road users and reduce accidents.

The first year of project will be focused on developing the written plan as well as for program implementation to begin May 2017 in honor of National Bike Month.

The second and third years will be focused on implementing the programs and acquiring sources of funding.

Kim Irwin with Health by Design will be providing the information regarding bicycle and pedestrian safety and education that will begin to frame the program plan.

Final Products of the Project

The tangible products of the finished project plan will include:

- A written framework of the 3-year plan.
- Marking materials which will include but not limited to a branding package, logo, slogan, flyers, maps, website, online resources, etc.
- Implementation of the project programs.

Public Outreach

Scott Minor attended the meeting on behalf of Jill Hoffmann. Jill will be coordinating with the project team and committee to develop the best plan of action to involve the public.

The City of Lafayette would like to schedule a big community event in May to express to the public what this plan is going to accomplish.

Project Schedule

The project team will be meeting monthly until the plan is finalized.

Final Comments

Jessica Gordon, Ryan Smith, Kim Irwin, and Jill Hoffmann will be scheduled to attend a conference call. At this call, they will discuss in greater detail individual project scope, schedules, and fees.

Ryan Smith and Jessica Gordon will then develop the Contract Agreement and send to Margy Deverall for review.



INDOT BICYCLE & PEDESTRIAN SAFETY / AWARENESS & EDUCATION PROGRAM

Committee Meeting

December 13, 2016

Attendees: Jill Hoffmann, Empower Results
Scott Minor, Empower Results
Kim Irwin, Health by Design
Margy Deverall, City of Lafayette
Doug Poad, Area Planning Commission
John Thomas, Area Planning Commission
Kara Bishop, City of Lafayette
Ed Garrison, West Lafayette
Rose Kaczmarowski, Bicycle Lafayette
Amy O'Shea, United Way of Greater Lafayette
Marcus Smith, West Lafayette Engineering
Curt Ashendel, West Lafayette Bike & Ped Committee
Andrea Bornino, Lafayette School Corp. & Safe Routes to School
Ryan Smith, BF&S
Alan Hamersly, BF&S
Jessica Gordon, BF&S

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Meeting began at 2:00 PM at the Economic Development Building in Lafayette.

Agenda Items

- Design Team Members

The design team is defined by the consultants: Jill Hoffmann and Scott Minor with Empower Results, Kim Irwin and Allan Henderson with Health by Design, and Jessica Gordon with BF&S. The committee team/group will be working closely with the design team to help shape and guide this plan to best serve the community.

- Broad Schedule & Key Milestones

The design team and project committee will meet once per month to discuss progress and action items required of the group. The goal is to show action as early as possible. Instead of waiting until the written plan is completed, the committee has decided to implement events or printed materials (some type of tangible proof) in conjunction with investigative phase.

It was suggested that we utilize May, National Bike Month, to host an event, hand out printed materials, etc. in order promote this program and get the word out about the exiting changes that will be happening over the next several years.

- Review of Key Existing Materials

The committee members listed off existing projects, programs, plans, and data relating to bicycle and pedestrian infrastructure and improvements of the Greater Lafayette community.

Jessica will draft the compilation of all known existing documents and submit to Healthy by Design and Empower Results.

- Introduce Communications Planning Matrix

Jill passed out an example of a Communications Planning Matrix that her team uses with clients when they are organizing partner opportunities, what each partner could potentially offer for the project, the specific audience they could reach, and what specific message they can be responsible for sharing to that audience.

The group listed off specific audiences this plan should reach, as well as specific venues or partners that could be helpful.

- Public Survey Topics & Goals

Jill and Scott will draft a survey that will be distributed throughout Tippecanoe County. The group will need to brainstorm ideas about incentives for taking the survey. We could possibly partner with a group or business related to health such as the YMCA or a local gym.

- Next Meeting

The next meeting will be held on January 19th at 2 PM.

Meeting concluded at 4:12 PM.

INDOT BICYCLE & PEDESTRIAN SAFETY / AWARENESS & EDUCATION PROGRAM

Committee Meeting

January 19, 2017

Attendees: Jill Hoffmann, Empower Results
Scott Minor, Empower Results
Kim Irwin, Health by Design
Allan Henderson, Health by Design
Margy Deverall, City of Lafayette
Rose Kaczmarowski, Bicycle Lafayette
Aaron Madrid, Purdue University
Amy O'Shea, United Way of Greater Lafayette
Jason Philhower, West Lafayette Police Dept.
Bill Arthur, Go Greener Commission West Lafayette
Joseph Kasper, Bicycle Lafayette
Marcus Smith, West Lafayette Engineering
Curt Ashendel, West Lafayette Bike & Ped Committee
Jessica Gordon, BF&S

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These minutes were prepared by Jessica Gordon. Please inform her of comments or questions at jgordon@bfsengr.com

Meeting began at 2:00 PM at City Hall of Lafayette.

Agenda Items

- Review Project Scope & Updates

We are currently in the investigative phase where gathering as much data as possible is the priority. Next, we will move into the action planning phase where event planning and community engagement will take place. Implementation phase will include the finalized program plan associated with the implementation of programs. This will overlap with the action planning phase as the plan is still being developed.

- Public Survey

Jill and Scott lead the discussion with a first draft of the public survey. With a first glance, we discussed if the survey length reasonable, what questions are relevant or what needs to be changed. An intro statement will be included before someone takes the survey with information about the program and its goals.

Jill and Scott made note of everyone's suggestions and comments. They will start refining the survey and send an updated version to the group for review before the next meeting.

Next, we discussed the options of incentives for taking the survey. Bike helmets, Tropicanae Cove passes, car wash coupons, People's brewery, and Hot Box Pizza

were all ideas that could be used for incentives for the first x amount of people who take the survey. The group volunteered to look into these options for feasibility.

- Communication Planning Matrix

Item skipped and will revisit during next committee meeting.

- Existing Bike & Pedestrian Documentation

Jessica spoke with the design team regarding the requirements and expectations of the document. Jessica will send a finalized version to the design team within the next week.

- Branding

Jill led the group through a branding exercise. The group reviewed sheets that had different style fonts and different style logos and shared their views. Jill and Scott will take this feedback and develop logo prototypes. The group shared words and phrases that they feel are associated with the program. This will define the message and tag line.

Item was cut short due to time and will revisit during next committee meeting.

- Next Meeting

The next meeting will be held on February 9th at 2 PM. Aaron will confirm with the group if we can hold the meeting at Purdue's Parking Facility Building.

Meeting concluded at 4:15 PM.

**BIKE WALK GREATER LAFAYETTE PROGRAM
Committee Meeting
February 9, 2017**

Attendees: Jill Hoffmann, Empower Results
Scott Minor, Empower Results
Kim Irwin, Health by Design
Allan Henderson, Health by Design
Margy Deverall, City of Lafayette
Rose Kaczmarowski, Bicycle Lafayette
Kara Bishop, City of Lafayette
Aaron Madrid, Purdue University
Janet Fawley, West Lafayette Parks Dept.
Jason Philhower, West Lafayette Police Dept.
Andrea Bornino, Lafayette School Corp.
Jessica Gordon, BF&S

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These minutes were prepared by Jessica Gordon. Please inform her of comments or questions at jgordon@bfsengr.com

Meeting began at 2:00 PM at the Purdue University Parking Facilities building in West Lafayette.

Agenda Items

- Review Final Survey

After last month's meeting, the draft survey was sent out to the committee for review and comments. A couple concerns involved if the community would not be willing to take the survey (survey fatigue from recent community surveys, Bike to Work survey overlap) and worries about that this will not get past the biking community (we need all community members to participate), and how are the messages targeting at barrier and behavior changes.

Goal of the survey: to be viewed as a community improvement program survey, not solely a bike and pedestrian survey.

The group reviewed the whole draft with Jill and Scott leading the discussions. Many constructive comments were made, and Jill and Scott will refine the survey accordingly.

- Finalize Program Name & Tagline

The original name of the project, Community-Wide Bicycle & Pedestrian Safety Education/Awareness Program, is extremely lengthy and would be unusable for branding efforts. The group decided to rename the program: Bike Walk Greater Lafayette.

Jill shared tagline examples that were pulled from last month's word association discussion. A version of one example was chosen: Be safe, Have fun, Stay Connected.

- Revisit Communications Planning Matrix

The group reviewed and filled in the blanks of the communications planning matrix spreadsheet which includes local venues and partners with the tools they could offer to this program. The school system, local hospitals, religious groups, and the local United Way are important partners the group is especially going to engage.

Jill will draft an email and short survey that will be sent to community partners who are willing to help engage a wide range of people in the community and understand how they can work with this program.

- Events

Rose will share Bike Lafayette's event calendar with the design team. The group is looking to piggyback onto an existing event to gain a greater audience and have a successful declaration. Potential events to partner with are Bike to Work Day on May 19th and a 5K race on May 13th.

- Next Meeting

Jessica will send out a Doodle Poll to the committee to schedule the next meeting during on either March 20th, 21st, or 22nd. Janet will confirm if the Morton Community Center is available for the location.

Meeting concluded at 4:05 PM.

**BIKE WALK GREATER LAFAYETTE PROGRAM
Committee Meeting
March 20, 2017**

Attendees: Scott Minor, Empower Results
Jill Hoffmann, Empower Results
Kim Irwin, Health by Design
Allan Henderson, Health by Design
Margy Deverall, City of Lafayette
Rose Kaczmarowski, Bicycle Lafayette
Kara Bishop, City of Lafayette
Marcus Smith, City of West Lafayette
Aaron Madrid, Purdue University
Janet Fawley, West Lafayette Parks Dept.
Jason Philhower, West Lafayette Police Dept.
Jessica Gordon, BF&S

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These minutes were prepared by Jessica Gordon. Please inform her of comments or questions at jgordon@bfsengr.com

Meeting began at 2:00 PM at the Morton Community Center in West Lafayette.

Pre-Agenda News

Kara Bishop will be leaving her marketing director position with the City of Lafayette Department of Communications. At the upcoming committee meeting, Kara will be transitioning her successor who will be attending the committee meetings moving forward.

Agenda Items

- Finalize Branding

Jill and Scott presented four logo design options that will be associated with the program's marketing and branding scheme. The committee shared their options on all four. Logo #2 had the highest vote with minor adjustment suggestions. Jill and Scott made note of those suggestions and will provide an adaptation of #2 by the next meeting.

- Website

Jill and Scott have secured the website name: www.bikewalkgreaterlafayette.org
Jill shared an example of a website layout design that could be the model for the program's website. The group agreed that the example is intuitive and easy to navigate through. Empower Results will design the website after content and photos are provided from the group.

The content of the website will include information as follows: about us, contact information, future events associated with biking and walking, and key facts/information that will fall under 1) be safe, 2) have fun, 3) stay connected

categories. All content suggestions and information will be sent directly to Kim and Allan.

Scott has secured social media accounts with Twitter: BikeWalkGL, Instagram: bikewalkgreaterlafayette, and Facebook.

The group will determine who will be responsible to maintain the website and social media accounts in the future.

- Messaging

Allan shared a summary of the crash data involving bikes and pedestrians of Greater Lafayette between the years of 2011 – 2015. The majority of bike crashes involved people between the ages of 16 – 24. The time of day when the most bike and pedestrian crashes occurred was both morning and afternoon rush hour. The majority of the crashes for both bike and pedestrians happened within the downtown areas and Purdue's campus.

The group reviewed the results from several survey questions in order to pull potential core messages to promote. At least 35% of people believed bike riders are not allowed (or answered "I don't know") to ride in the middle of the roadway.

The survey will remain open until June 12th (unofficial).

- Launch Elements

Bike to Work Day is held on Friday, May 19th. Local municipality leaders will be present during the event hosted by Bike Lafayette. The design team will coordinate with Bike Lafayette to create a seamless event that will promote both Bike to Work Day as originally planned and the new community program. Jessica will send out a Doodle Poll to the design team to schedule a conference call with Bicycle Lafayette members for the week of March 27th – 31st.

- Next Meeting

Jessica will send out a Doodle Poll to the committee to schedule the next meeting during the week of April 24th – 28th.

Meeting concluded at 4:20 PM.



BIKE WALK GREATER LAFAYETTE PROGRAM Committee Meeting April 25, 2017

Attendees: Scott Minor, Empower Results
Jill Hoffmann, Empower Results
Kim Irwin, Health by Design
Allan Henderson, Health by Design
Margy Deverall, City of Lafayette
Rose Kaczmarowski, Bicycle Lafayette
Amy O'Shea, United Way
Stacey Baisden, City of Lafayette
Doug Poad, Area Planning Commission
Janet Fawley, West Lafayette Parks Dept.
Curt Ashendel, West Lafayette Bike & Ped. Committee
Will Carpenter, Lafayette Police Dept.
Jessica Gordon, BF&S
Ryan Smith, BF&S

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These minutes were prepared by Jessica Gordon. Please inform her of comments or questions at jgordon@bfsengr.com

Meeting began at 2:07 PM at the Lafayette City Hall.

Agenda Items

- Action Items – 4 E's
 - *Enforcement*

The committee shared ideas of how to “force” bicyclist and pedestrians to rules and laws in each respective community. Those ideas included:

 - Passing tickets to those who violate and/or offer a class diversion program to get out of paying a ticket. Unfortunately, it's very difficult to enforce such rules unless an officer is present at the occurrence or there is a collision.
 - Place no cyclists on sidewalks signs – example: Evanston, IL
 - Place speed trailers in problematic areas to slow down traffic. West Lafayette has 3 permanent trailers and temporary trailers that are put out on a complaint basis. This will help with vehicular speeding in problem areas where vehicles and pedestrians could potentially have conflicts.
 - Put in place bicycle counters. This can provide valuable information about the cycling patterns around the community as well as encourage people to ride.
 - There are 42 crossing guards throughout the school district. They are trained under the police department and are employed by the city.
 - *Education*

- Walk to School Day is present in all 7 elementary schools at Lafayette.
-
- Encouragement
- Evaluation
- (Engineering – is developed through infrastructure master planning)

- Website

Jill and Scott have secured the website name: www.bikewalkgreaterlafayette.org
Jill shared an example of a website layout design that could be the model for the program's website. The group agreed that the example is intuitive and easy to navigate through. Empower Results will design the website after content and photos are provided from the group.

The content of the website will include information as follows: about us, contact information, future events associated with biking and walking, and key facts/information that will fall under 1) be safe, 2) have fun, 3) stay connected categories. All content suggestions and information will be sent directly to Kim and Allan.

Scott has secured social media accounts with Twitter: BikeWalkGL, Instagram: bikewalkgreaterlafayette, and Facebook.

The group will determine who will be responsible to maintain the website and social media accounts in the future.

- Messaging

Allan shared a summary of the crash data involving bikes and pedestrians of Greater Lafayette between the years of 2011 – 2015. The majority of bike crashes involved people between the ages of 16 – 24. The time of day when the most bike and pedestrian crashes occurred was both morning and afternoon rush hour. The majority of the crashes for both bike and pedestrians happened within the downtown areas and Purdue's campus.

The group reviewed the results from several survey questions in order to pull potential core messages to promote. At least 35% of people believed bike riders are not allowed (or answered "I don't know") to ride in the middle of the roadway.

The survey will remain open until June 12th (unofficial).

- Launch Elements

Bike to Work Day is held on Friday, May 19th. Local municipality leaders will be present during the event hosted by Bike Lafayette. The design team will coordinate with Bike Lafayette to create a seamless event that will promote both Bike to Work Day as originally planned and the new community program. Jessica will send out a



Doodle Poll to the design team to schedule a conference call with Bicycle Lafayette members for the week of March 27th – 31st.

- Next Meeting

The next meeting will be held on June 1st at 2pm at Lafayette City Hall.

Meeting concluded at 3:57 PM.

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BIKE WALK GREATER LAFAYETTE PROGRAM
Committee Meeting
June 1, 2017

Attendees: Scott Minor, Empower Results
Jill Hoffmann, Empower Results
Allan Henderson, Health by Design
Margy Deverall, City of Lafayette
Joseph Kasper, Bicycle Lafayette
Andrea Bornino, Lafayette School Corp.
Marcus Smith, West Lafayette Engineering Dept.
Aaron Madrid, Purdue University
Curt Ashendel, West Lafayette Bike & Ped. Committee
Will Carpenter, Lafayette Police Dept.
Susan Schmidt, Virtuous Cycles & Bicycle Lafayette
Jessica Gordon, BF&S

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These minutes were prepared by Jessica Gordon. Please inform her of comments or questions at jgordon@bfsengr.com

Meeting began at 2:08 PM at the Lafayette City Hall.

Agenda Items

- Launch Update
 - Bike To Work Day
 - Margy passed out project information cards to those who attended the event.
 - Over a dozen people participated, despite the unfortunate weather that morning.
 - Healthy Active Tippecanoe
 - Additional project information cards were passed out during their Family Health Fair.
 - Social Media – events
 - The interim marketing director for Lafayette, Stacy, has left.
 - For the time being, send marketing material for this project to Margy.
 - Jill and Kim will administer the project's Facebook page.
 - Events
 - Rose has recalled of another event to include on the project's website at Columbia Park in Lafayette that is a Bicycle Block Party on June 11th.
 - Outdoor Explorer! Event. All outdoor hobbies including mountain biking, fishing, archery, paddle sports, and more. June 10th West Lafayette.
 - Subaru CASA Cycling Challenge. 24 hours on the test track. August 5th Lafayette.

- Wabash River Cycle Club hosts women's rides every Wednesday.
 - Wabash Riverfest. Bicycle Lafayette's Bike Rodeo for kids. July 14th West Lafayette.
 - Lafayette Christian School recently hosted a bike rodeo
 - Purdue Cycle Club offers a casual ride.
 - Mosey Down Main Street. Downtown Lafayette Main Street is closed for outdoor music, food and beer vendors, street performers, and much more. Hosted once per month.
- Website
 - We are needed information for:
 - Training
 - WRCC offers beginner rides several times per week with skilled leaders
 - Cool Destinations
 - Strava website/app has a heat map of most used or visited locations
 - Local parks
 - Check These Out!
 - Aaron will provide a bike polo video he has created called 321 Polo on YouTube.
 - Safe crossing videos
 - The website needs lots of pictures
 - Parks department has many photos we could use – need to contact.
 - The local news should have photos taken and all events around the community
- Partner Surveys
 - Jessica will re-send the link of the survey to the committee to send out to potential partners.
 - Outreach strategies to gain more attention for the project were briefly discussed. Banners on lamp posts could be placed along the pedestrian and bike friendly bridges. The banners could have phrases reading: Slow Traffic, Pay Attention, regarding ped and bikes on the road.
- The 4-Es
 - Allan lead the discussion with the committee
 - The group ranked the list of priorities
- Next Meeting

The next meeting will be held on June 12th at 2pm at Lafayette City Hall.

Meeting concluded at 4:10 PM.

BIKE WALK GREATER LAFAYETTE PROGRAM
Committee Meeting
July 12, 2017

Attendees: Jill Hoffmann, Empower Results
Erin Stottlemeyer, Empower Results
Allan Henderson, Health by Design
Kim Irwin, Health by Design
Margy Deverall, City of Lafayette
Doug Poad, Area Planning Commission
David VanVactor, West Lafayette Police Dept.
Rose Kaczmarowski, Bicycle Lafayette
Curt Ashendel, West Lafayette Bike & Ped. Committee
Jessica Gordon, BF&S

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Meeting began at 2:05 PM at the Lafayette City Hall.

Agenda Items

- Partner Survey
 - There has not been many additions since the last email for additional partners
 - The group reviewed the chart of our partners to think of any additional groups that have not been contacted.
 - Rose will contact the Arts Federation
 - Margy will contact the Visitors Bureau, Religious Organizations, Realtors Group, and the Urban Garden
 - Someone will need to cold call the YMCA, YWCA
 - Doug will contact the Sagamore Council, and Dillion Milling with the Boy Scouts
- Implementation
 - A question was brought up from the Design Team regarding if the client would need support from the consultants with certain implementation items.
 - The group reviewed the list of implementation items and ranked them high to low in priority and if resources to execute the item were feasible.
- Draft Plan
 - Kim and Allan will send out the Draft Plan within the next 10 to 14 days to the committee to review and to provide any comments regarding content.

- Kim asked what this Plan should be called. The group decided on Bike Walk Greater Lafayette Safety Plan because the whole premise of this project is to improve safety for cyclists, pedestrians, and vehicle users in the Greater Lafayette community.
- Will there need to be public review presentation for input before the adoption?
- Project adoption - there is a Lafayette Advisory Committee meeting in the fall that could be used as one of the platforms for adoption.
- Wrapping Up
 - Jill will send out the Dropbox link to committee to collect additional data and pictures for the website.
 - Doug has a lot of pictures of post construction bicycle and pedestrian facilities that have been taken throughout the community.
 - Comfort level mapping of bicycle and pedestrian routes will need to be explored
- Next Meeting
 - The next meeting will be held on August at 2pm at Lafayette City Hall.
 - The main goal will be to review the Draft Plan.

Meeting concluded at 4:05 PM.

BIKE WALK GREATER LAFAYETTE PROGRAM

Committee Meeting

August 17, 2017

Attendees: Jill Hoffmann, Empower Results
Erin Stottlemeyer, Empower Results
Kim Irwin, Health by Design
Margy Deverall, City of Lafayette
Doug Poad, Area Planning Commission
Curt Ashendel, West Lafayette Bike & Ped. Committee
Shannon Stanis, Bicycle Lafayette
Jason Philhower, West Lafayette Police
Stewart Kline, Tippecanoe County
Joseph Kasper, Bicycle Lafayette
Janet Fawley, West Lafayette Parks Dept.
Sean O'Reilly, City of Lafayette
Jessica Gordon, BF&S

These minutes were prepared by Jessica Gordon. Please inform her of comments or questions at jgordon@bfsengr.com

Meeting began at 2:13 PM at the Lafayette City Hall.

Agenda Items

- Kim announced that Allan Henderson no longer is with Health by Design and subsequently will no longer be working on this project. This will not interfere with the timeline of deliverables but will be putting the responsibilities back onto Kim.
- Outreach Partner Survey Update
 - o Jill and Erin distributed the current list of groups willing to participate as partners of this project.
 - o This list will be updated periodically as we gain more partners and update their contacts within the organizations.
 - o We will send them an introduction email about this project and the committee driving the progress.
 - o Members from the committee stated we need more bicycle and running groups and stores as partners. Also we need to reach out to Cook Medical, Purdue Graduate School government, Bauer Community Center, and Faith Community Center.
- Communication Matrix Update
 - o Engage Tippecanoe's top 10 largest employers to promote biking and

- walking in their culture through education opportunities and awards and incentives. Update contacts.
 - Involve small businesses and their connections with the chamber and possibly generate a community wide incentive for walking and biking around the community especially to their business.
- Final Plan Discussion
 - Kim received good feedback from the draft plan review.
 - This coming Monday, she will begin the full design layout and send the PDF to the group within the next two weeks for final review.
 - The group reviewed Curt's feedback email that addressed a few topics that were not perceived in the draft plan that could be pertinent for the final draft – messaging for the motorist.
- Walk to School Day will be held locally on Wednesday September 27th. October 4th is the national day of observance.
- Maps
 - Level of Comfort Map; identifying on road and off road routes from most comfortable to less comfortable
 - Examples of communities that have developed credible level of comfort maps: Arlington, VA; Austin, TX; Champaign-Urbana, IL
 - Identify: most comfortable, moderate comfort, and less comfortable routes; Difficult bike intersection; Difficult cycling conditions
 - Also include: rules of the road, local laws, project branding, sponsors
 - The amount of work to achieve the expected map result will require further planning and possible phasing of information detail.
- Additional Outreach and Events
 - St. Boniface Germanfest – September 9th
 - Mosey Down Main Street
 - Walk to School Day
 - West Lafayette Family Funday – August 28th
 - Wabash River Ride – October 26th
 - Farmers Market
- Jill's team is going to compile a "Pack and Play" package of this project's promotional materials that will include a PowerPoint, handouts, etc.
- Kim's team will organize a community-wide Walk Audit of notoriously dangerous intersections or routes.

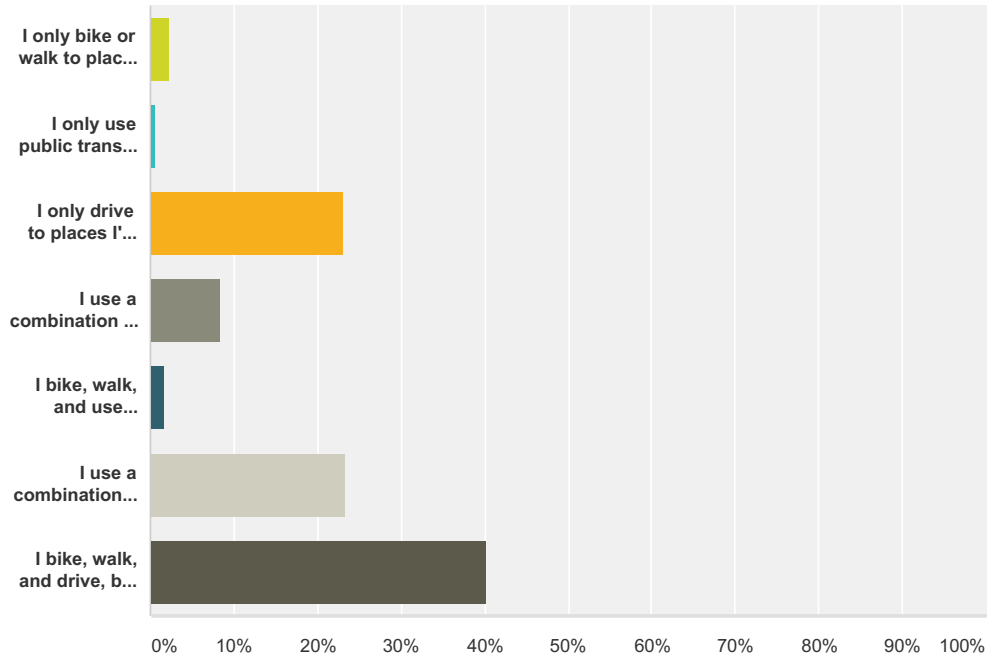
- The design team will hold a conference call to discuss wrapping up Year 1 item requirements and moving forward into Year 2.

Meeting concluded at 4:10 PM.

Lafayette Bike/Ped Survey

Q1 How would you describe how you get around?

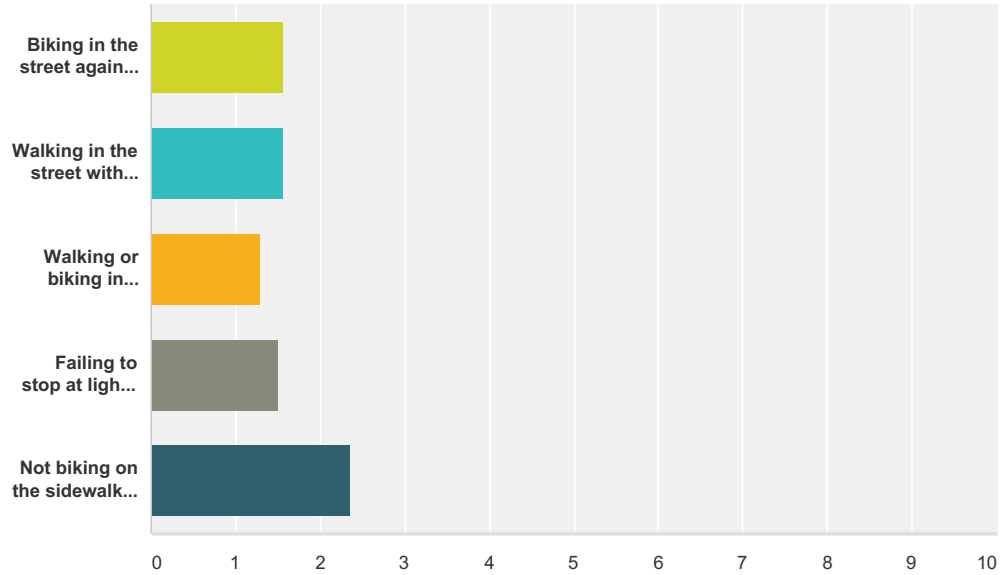
Answered: 853 Skipped: 4



Answer Choices	Responses	
I only bike or walk to places I'm going	2.23%	19
I only use public transit (buses) to get to places I'm going	0.70%	6
I only drive to places I'm going	23.21%	198
I use a combination of biking, walking, and transit to get to places I'm going	8.32%	71
I bike, walk, and use transit, but I mostly use transit to get to places that I routinely go to and bike or walk mostly for recreation	1.76%	15
I use a combination biking, walking, and driving to get to places I'm going	23.45%	200
I bike, walk, and drive, but I mostly drive places that I routinely go to and bike or walk mostly for recreation	40.33%	344
Total		853

Q2 As a DRIVER of a vehicle, what makes you most concerned, uncomfortable, or upset with people who bike or walk?

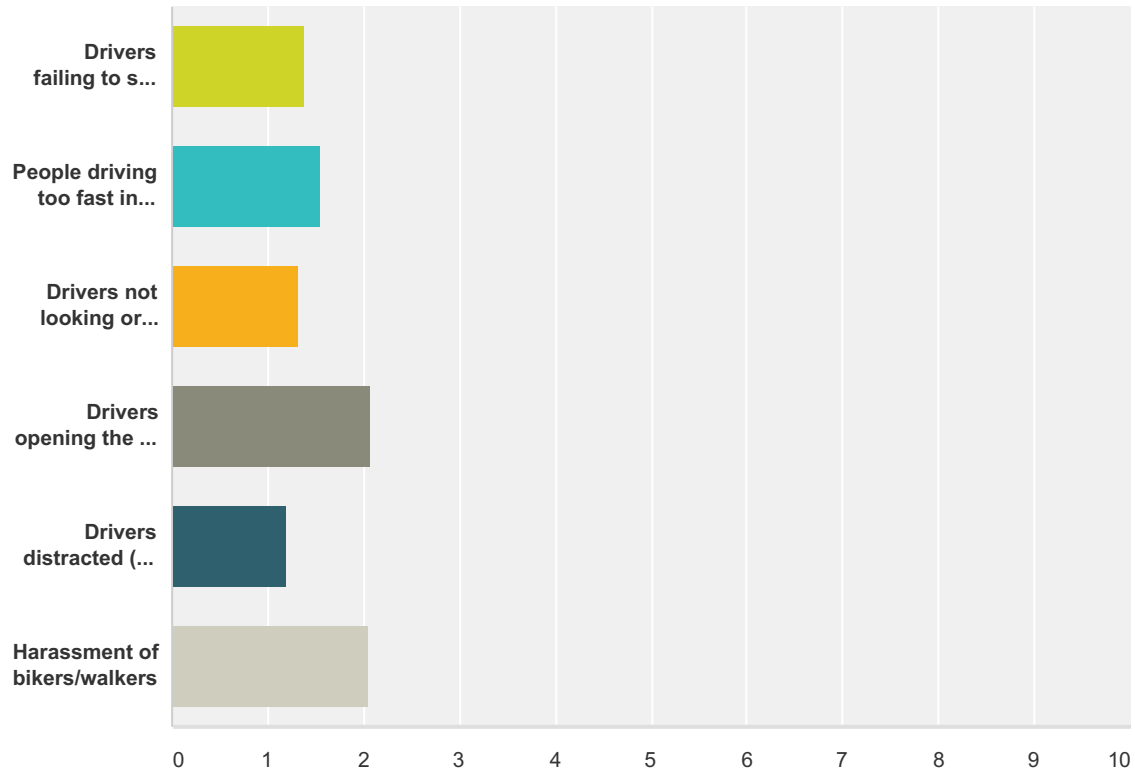
Answered: 722 Skipped: 135



	Very Concerned	Somewhat Concerned	Not a Concern for Me	Total	Weighted Average
Biking in the street against traffic	55.70% 396	31.93% 227	12.38% 88	711	1.57
Walking in the street with traffic	53.58% 382	35.48% 253	10.94% 78	713	1.57
Walking or biking in unpredictable ways (crossing outside of crosswalks, not signaling turns, riding in and out of lanes, distracted, etc.)	73.32% 525	23.04% 165	3.63% 26	716	1.30
Failing to stop at lights and stop signs	59.89% 427	30.29% 216	9.82% 70	713	1.50
Not biking on the sidewalks (on the road instead)	15.56% 110	32.53% 230	51.91% 367	707	2.36

Q3 As a person BIKING OR WALKING, what makes you most concerned, uncomfortable, or upset? (If you never bike or walk, please skip this question.)

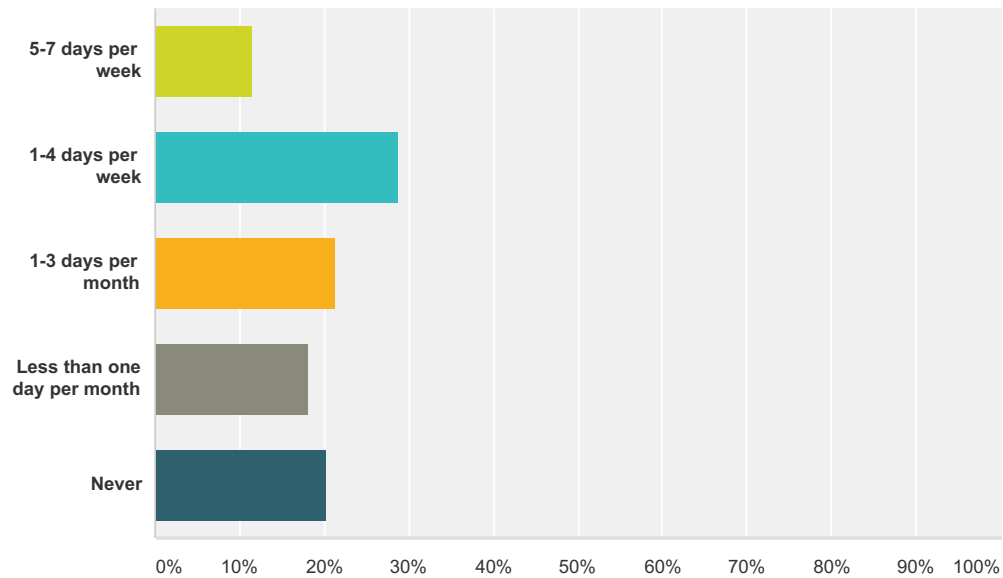
Answered: 763 Skipped: 94



	Very Concerned	Somewhat Concerned	Not a Concern for Me	Total	Weighted Average
Drivers failing to slow down when passing or not passing in a safe distance	69.62% 527	23.91% 181	6.47% 49	757	1.37
People driving too fast in general	55.42% 419	34.39% 260	10.19% 77	756	1.55
Drivers not looking or failing to yield at crossings	72.76% 553	22.50% 171	4.74% 36	760	1.32
Drivers opening the car door in your path	24.50% 184	43.81% 329	31.69% 238	751	2.07
Drivers distracted (by phones, stereos, kids, etc.)	82.63% 628	14.47% 110	2.89% 22	760	1.20
Harassment of bikers/walkers	31.70% 239	32.23% 243	36.07% 272	754	2.04

Q4 How often do you bicycle (for exercise, enjoyment, transportation, etc.)?

Answered: 803 Skipped: 54

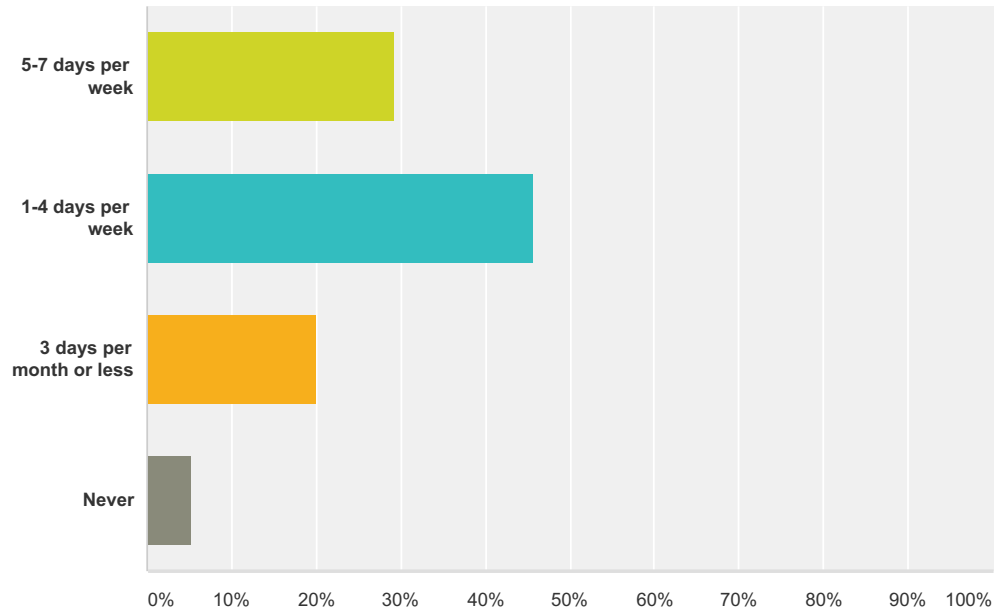


Answer Choices	Responses	
5-7 days per week	11.46%	92
1-4 days per week	28.77%	231
1-3 days per month	21.30%	171
Less than one day per month	18.18%	146
Never	20.30%	163
Total		803

Lafayette Bike/Ped Survey

Q5 How often do you walk or run at least half a mile (for exercise, enjoyment, transportation, etc.)?

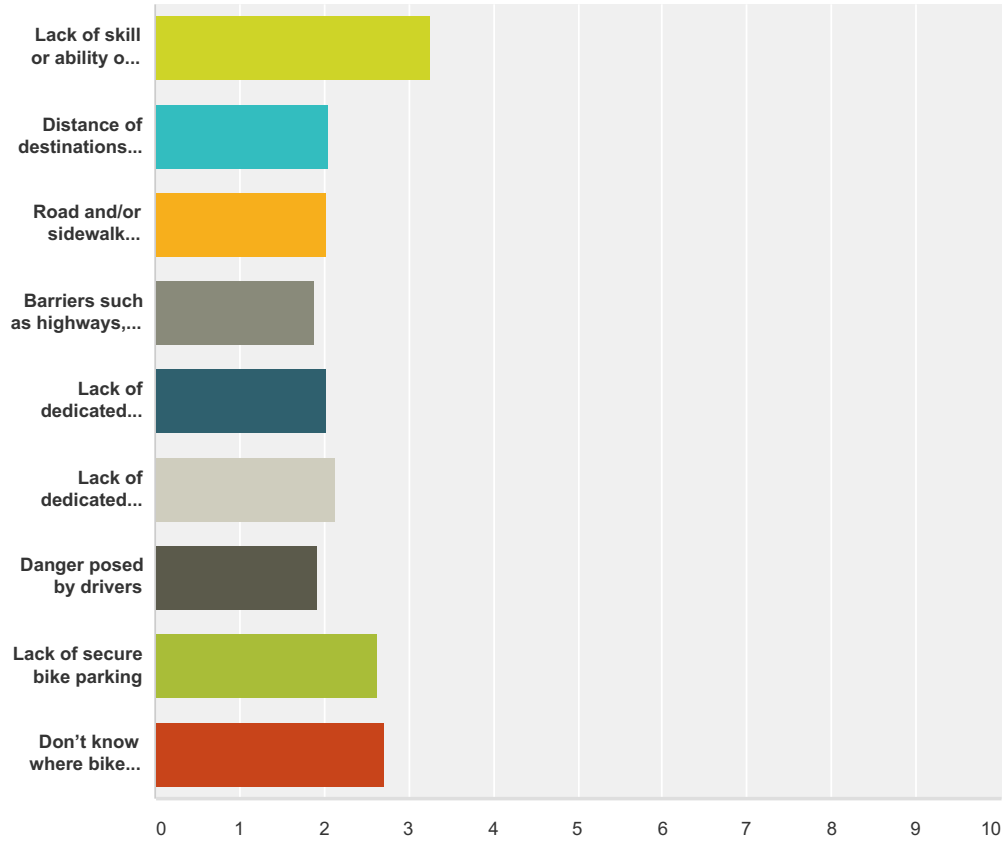
Answered: 810 Skipped: 47



Answer Choices	Responses	
5-7 days per week	29.14%	236
1-4 days per week	45.68%	370
3 days per month or less	20.00%	162
Never	5.19%	42
Total		810

Q6 What affects your decision to never walk or ride a bike (if you only drive) or sometimes not walk or ride a bike?

Answered: 774 Skipped: 83



	Definitely Affects	Somewhat Affects	Doesn't Affect	Not Applicable	Total	Weighted Average
Lack of skill or ability or don't know the rules	2.37% 18	9.50% 72	48.55% 368	39.58% 300	758	3.25
Distance of destinations too far	38.46% 295	31.68% 243	16.43% 126	13.43% 103	767	2.05
Road and/or sidewalk conditions including bad pavement or lack of pavement marking	36.78% 281	34.16% 261	18.46% 141	10.60% 81	764	2.03
Barriers such as highways, bridges, or busy intersections	46.87% 359	29.63% 227	13.19% 101	10.31% 79	766	1.87
Lack of dedicated places to walk (sidewalks, trails, etc.)	39.45% 301	29.10% 222	20.97% 160	10.48% 80	763	2.02
Lack of dedicated places to bike (trails, greenways, bike lanes, etc.)	38.75% 298	26.92% 207	17.56% 135	16.78% 129	769	2.12
Danger posed by drivers	40.18% 309	36.54% 281	14.43% 111	8.84% 68	769	1.92
Lack of secure bike parking	13.35% 102	30.24% 231	35.47% 271	20.94% 160	764	2.64

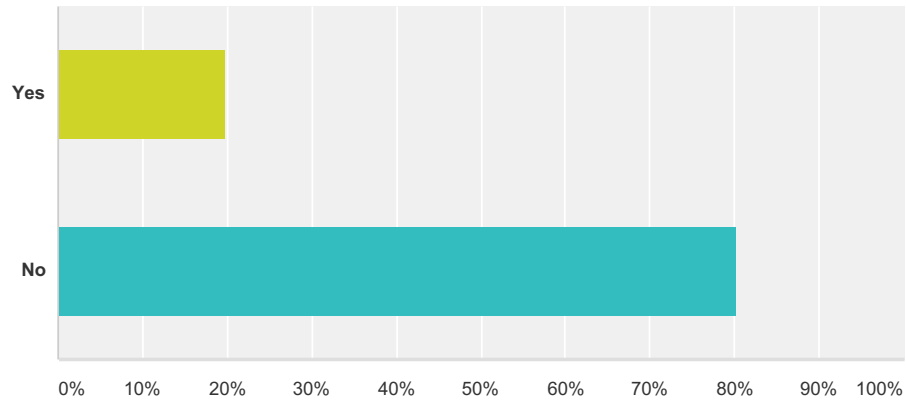
Lafayette Bike/Ped Survey

Don't know where bike routes, lanes, or trails, are located	12.34% 94	24.67% 188	42.26% 322	20.73% 158	762	2.71
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Lafayette Bike/Ped Survey

Q7 Have you ever participated in a bike/walk training or education program?

Answered: 807 Skipped: 50



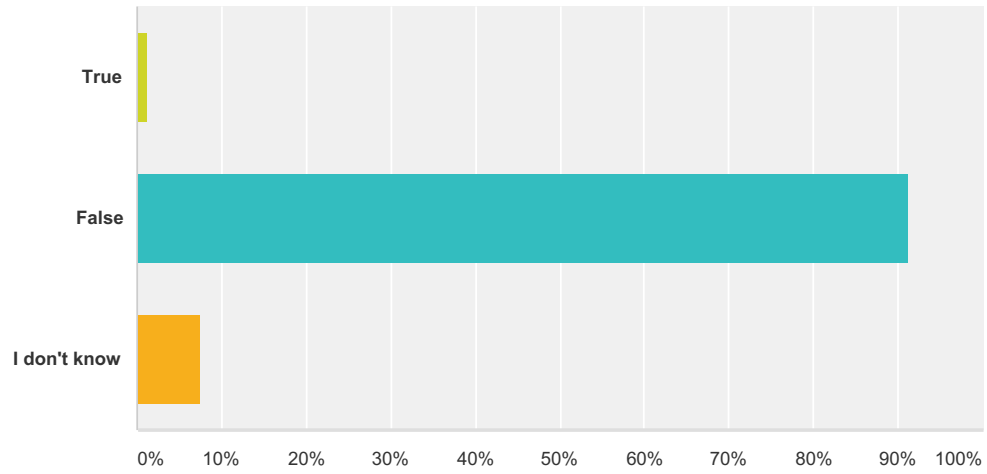
Answer Choices	Responses	
Yes	19.83%	160
No	80.17%	647
Total		807

Q8 When (year) did you participate in a bike/walk training or education program and through what organization?

Answered: 143 Skipped: 714

Q9 The law requires bikes to stay on the sidewalk.

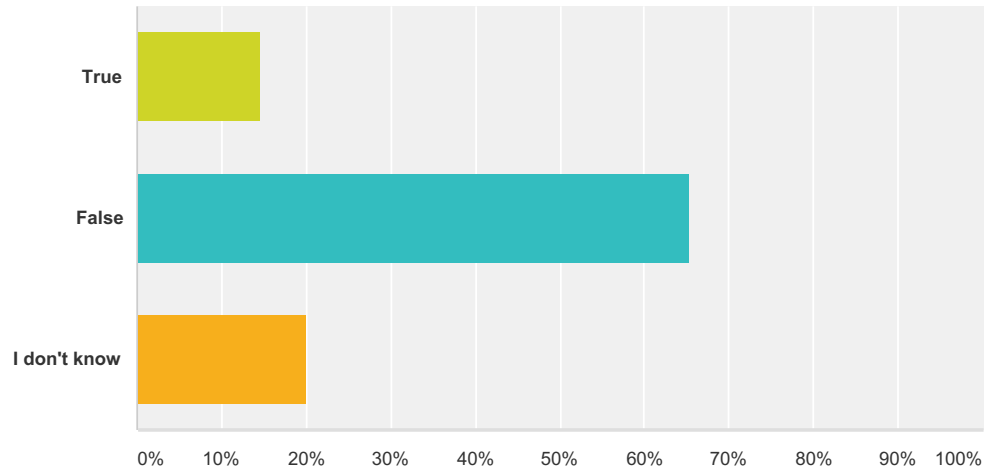
Answered: 805 Skipped: 52



Answer Choices	Responses	
True	1.24%	10
False	91.18%	734
I don't know	7.58%	61
Total		805

Q10 According to state law, people on bikes are not allowed to ride in the middle of the road lane (use the whole lane).

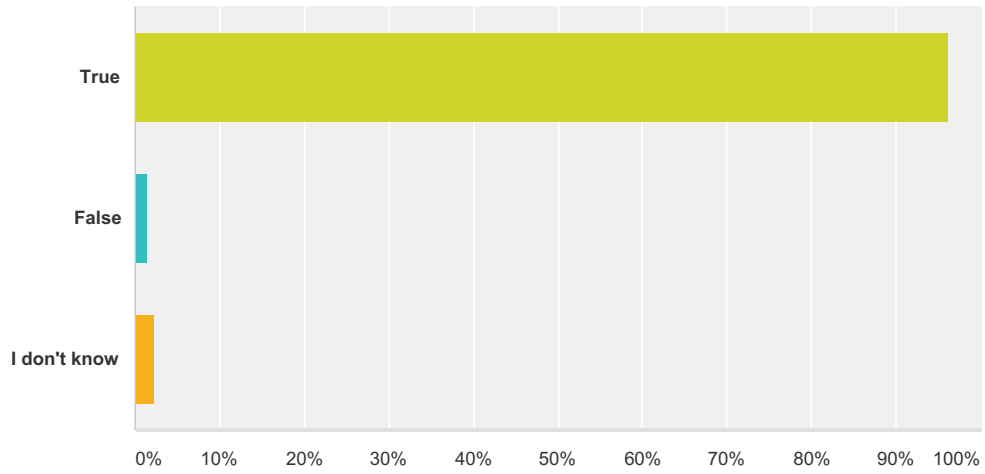
Answered: 806 Skipped: 51



Answer Choices	Responses	
True	14.64%	118
False	65.26%	526
I don't know	20.10%	162
Total		806

Q11 People driving cars must yield to pedestrians in crosswalks.

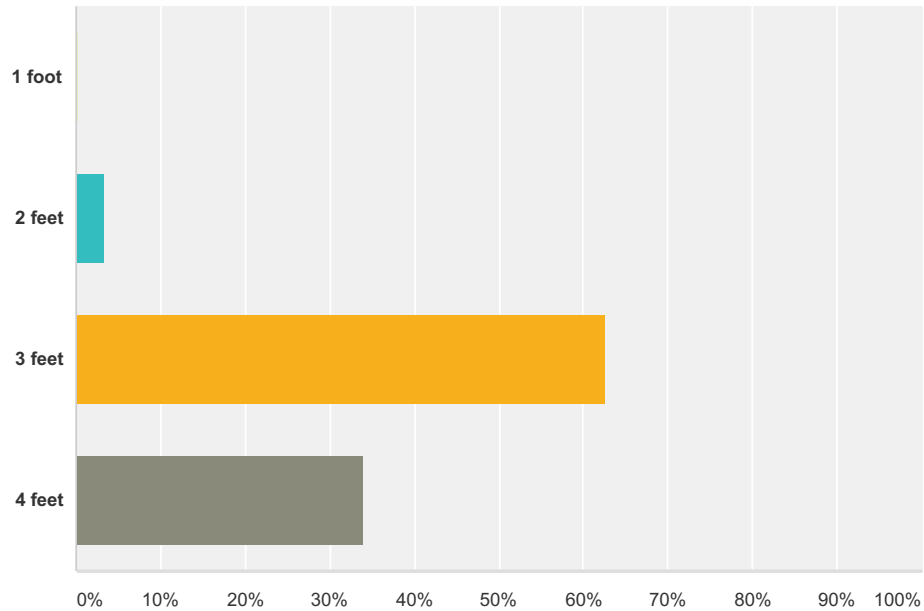
Answered: 806 Skipped: 51



Answer Choices	Responses	
True	96.28%	776
False	1.49%	12
I don't know	2.23%	18
Total		806

Q12 What is the recommended safe passing distance for a person driving a car passing a bicyclist in the road?

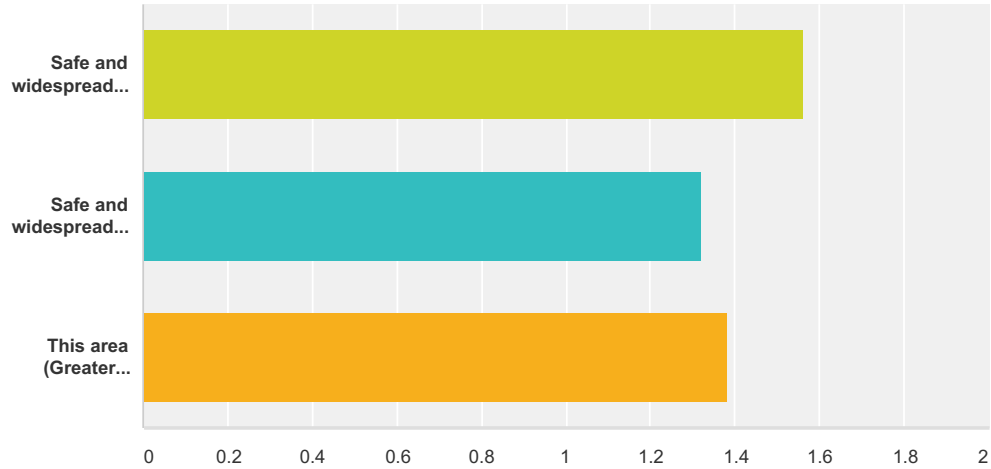
Answered: 791 Skipped: 66



Answer Choices	Responses
1 foot	0.13% 1
2 feet	3.29% 26
3 feet	62.58% 495
4 feet	34.01% 269
Total	791

Q13 Please indicate your level of agreement or disagreement with the following statements.

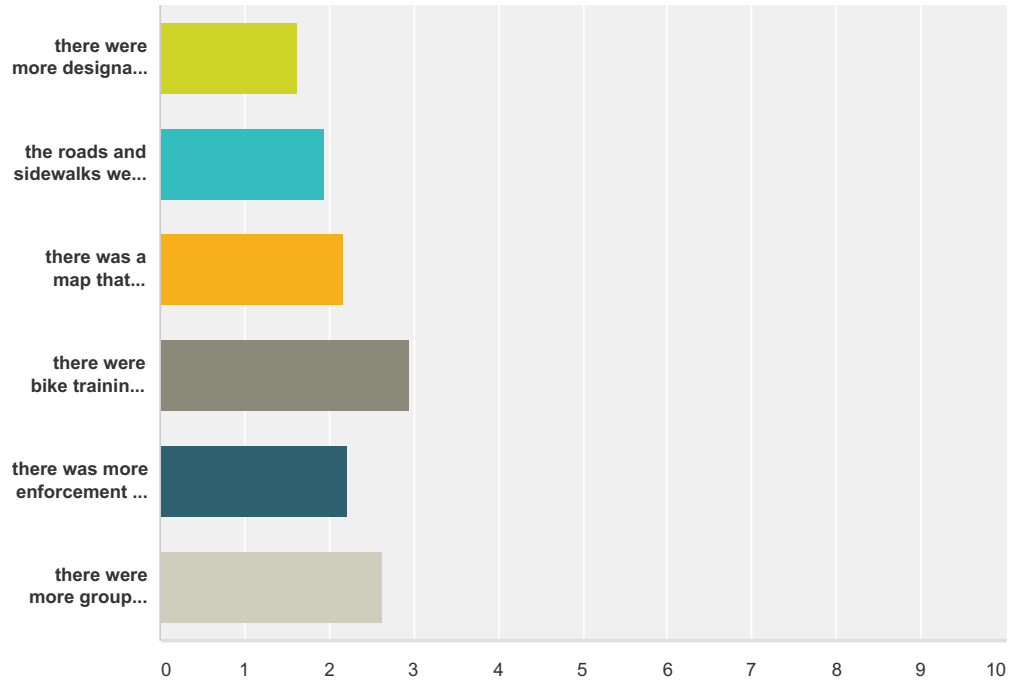
Answered: 795 Skipped: 62



	Strongly Agree	Somewhat Agree	Neutral/Undecided	Disagree	Strongly Disagree	Total	Weighted Average
Safe and widespread biking and walking accommodations are important to my quality of life.	61.96% 492	24.81% 197	9.45% 75	2.52% 20	1.26% 10	794	1.56
Safe and widespread biking and walking accommodations are important to my community's quality of life.	75.09% 597	19.50% 155	4.28% 34	0.38% 3	0.75% 6	795	1.32
This area (Greater Lafayette) needs more accommodations that promote safe walking and biking.	72.38% 574	20.05% 159	5.42% 43	1.39% 11	0.76% 6	793	1.38

Q14 Please indicate your level of agreement or disagreement with the following statements. I would be willing to bike and walk more if...

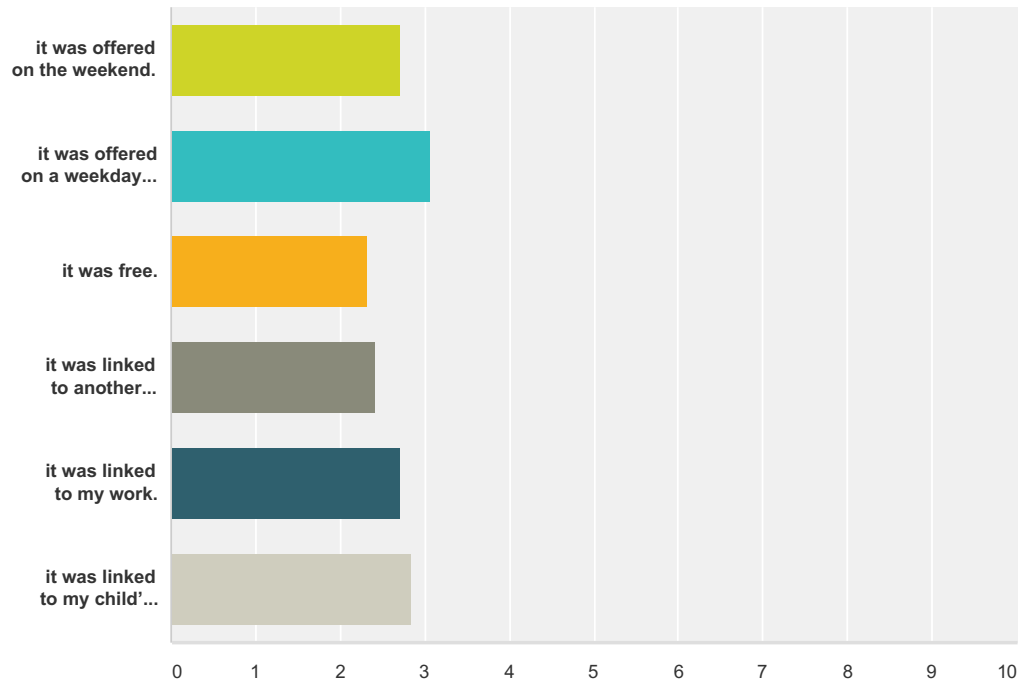
Answered: 792 Skipped: 65



	Strongly Agree	Somewhat Agree	Neutral/Undecided	Disagree	Strongly Disagree	Total	Weighted Average
there were more designated trails or lanes that connected across the area.	60.35% 478	23.36% 185	11.24% 89	4.04% 32	1.01% 8	792	1.62
the roads and sidewalks were in better condition.	39.01% 307	35.32% 278	19.70% 155	4.96% 39	1.02% 8	787	1.94
there was a map that included the trails and lanes.	31.18% 246	31.56% 249	27.38% 216	8.24% 65	1.65% 13	789	2.18
there were bike training and safety classes offered in my community.	8.63% 68	20.56% 162	44.42% 350	21.32% 168	5.08% 40	788	2.94
there was more enforcement of traffic safety laws.	30.33% 239	31.22% 246	26.40% 208	10.28% 81	1.78% 14	788	2.22
there were more group rides/walks/runs or community events.	17.32% 136	27.52% 216	34.27% 269	16.82% 132	4.08% 32	785	2.63

Q15 Please indicate your level of agreement or disagreement with the following statements. I would be willing to participate in a walk/bike training and safety class if...

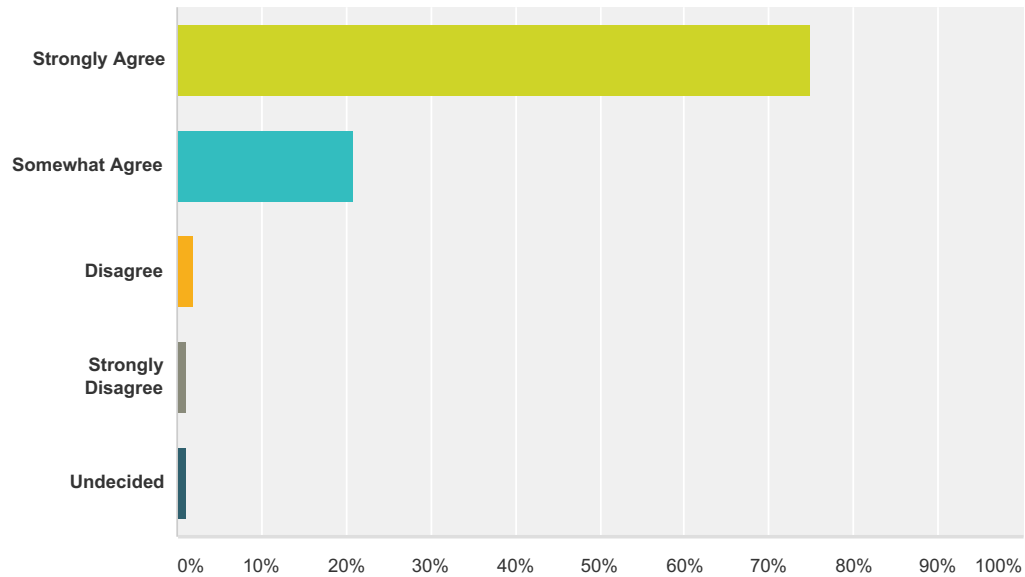
Answered: 782 Skipped: 75



	Strongly Agree	Somewhat Agree	Neutral/Undecided	Disagree	Strongly Disagree	Total	Weighted Average
it was offered on the weekend.	14.36% 112	26.28% 205	37.69% 294	16.15% 126	5.51% 43	780	2.72
it was offered on a weekday evening.	6.06% 47	22.84% 177	38.32% 297	24.90% 193	7.87% 61	775	3.06
it was free.	30.12% 234	27.54% 214	26.51% 206	11.97% 93	3.86% 30	777	2.32
it was linked to another activity like a community walk/ride event or festival.	19.51% 152	37.10% 289	28.88% 225	10.14% 79	4.36% 34	779	2.43
it was linked to my work.	14.85% 116	23.69% 185	40.46% 316	16.26% 127	4.74% 37	781	2.72
it was linked to my child's school/camp.	12.81% 99	18.24% 141	48.64% 376	14.10% 109	6.21% 48	773	2.83

Q16 It is important for my community to increase public investment in bike and pedestrian infrastructure, like trails, sidewalks, lanes, bike racks, etc.

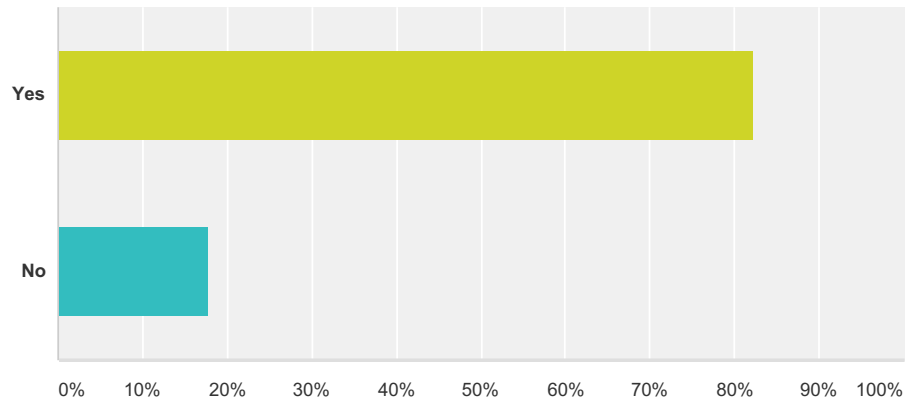
Answered: 784 Skipped: 73



Answer Choices	Responses	
Strongly Agree	75.00%	588
Somewhat Agree	20.79%	163
Disagree	1.91%	15
Strongly Disagree	1.15%	9
Undecided	1.15%	9
Total		784

Q17 Would you support a small tax increase in order to help pay for more biking and walking infrastructure (trails, sidewalks, lanes, bike racks, etc.)?

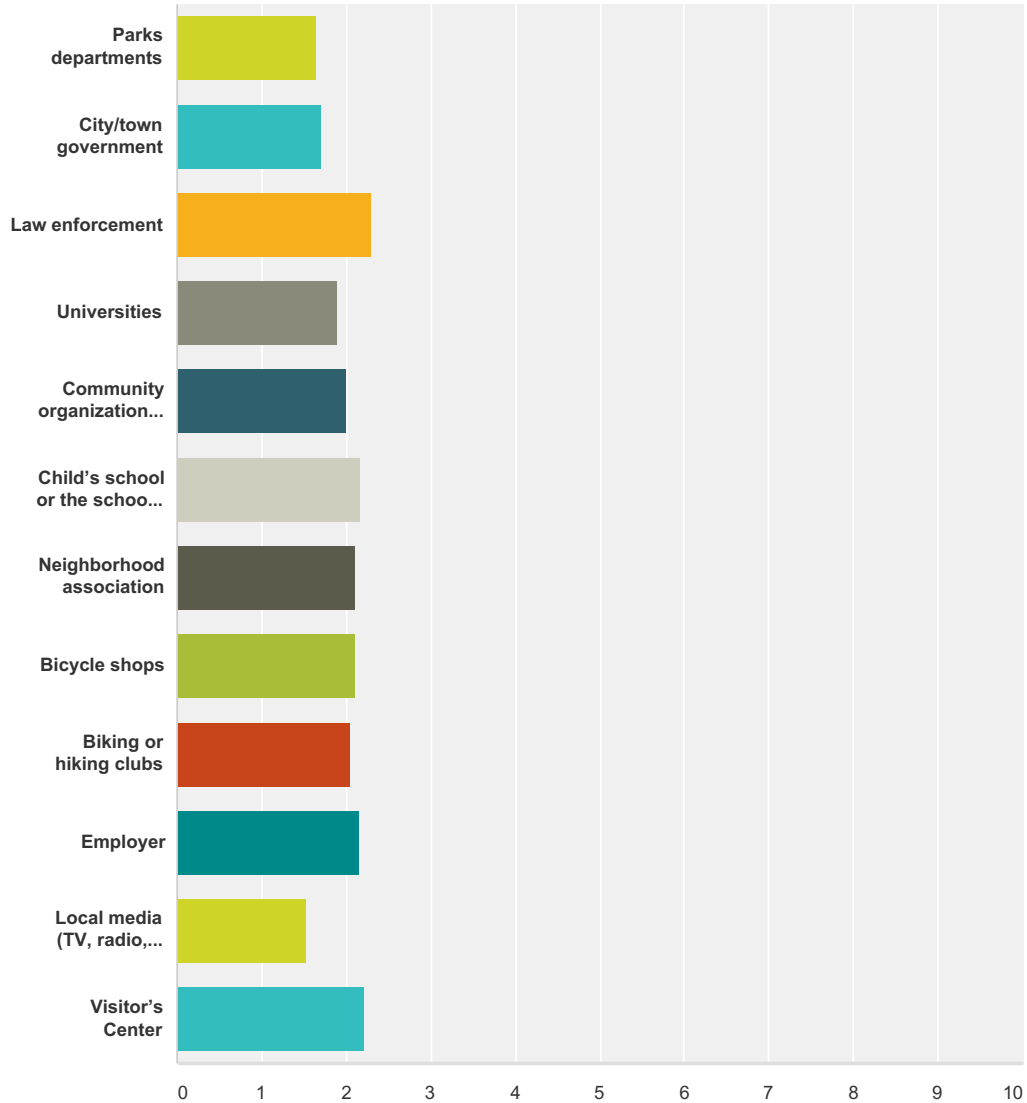
Answered: 748 Skipped: 109



Answer Choices	Responses	
Yes	82.22%	615
No	17.78%	133
Total		748

Q18 From whom are you likely to get information about community happenings and programs?

Answered: 767 Skipped: 90



	Preferred	Somewhat Preferred	Do Not Prefer	Total	Weighted Average
Parks departments	47.04% 349	40.57% 301	12.40% 92	742	1.65
City/town government	42.36% 316	43.03% 321	14.61% 109	746	1.72
Law enforcement	14.94% 108	40.25% 291	44.81% 324	723	2.30
Universities	33.74% 249	42.68% 315	23.58% 174	738	1.90

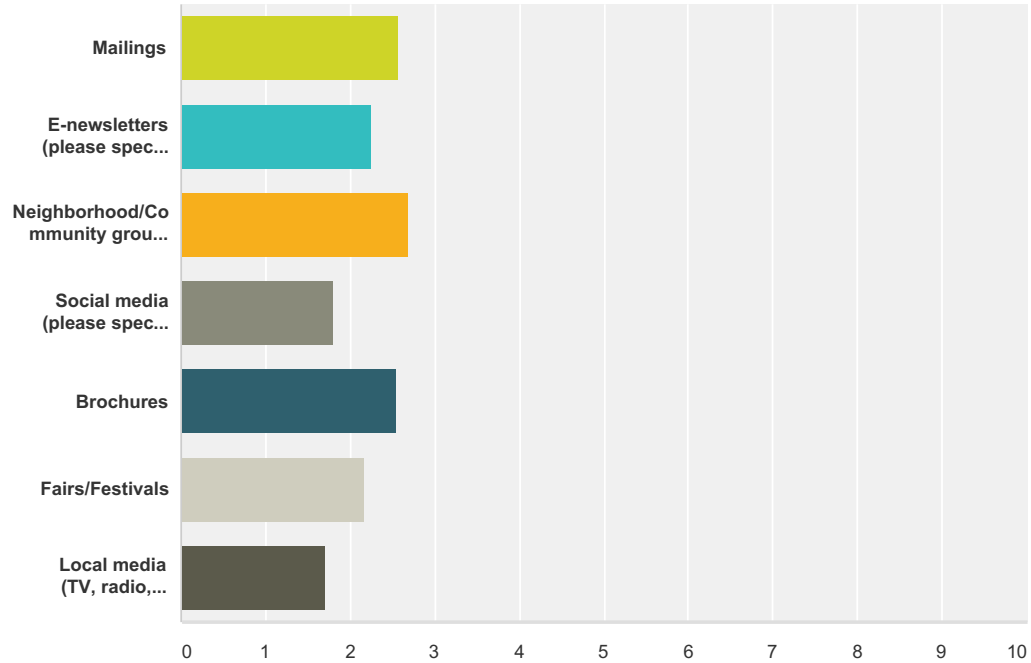
Lafayette Bike/Ped Survey

Community organization (Rotary, Kiwanis, YMCA, church, etc.)	28.37% 206	42.98% 312	28.65% 208	726	2.00
Child's school or the school corporation	24.83% 179	32.04% 231	43.13% 311	721	2.18
Neighborhood association	24.79% 181	40.14% 293	35.07% 256	730	2.10
Bicycle shops	28.16% 207	33.06% 243	38.78% 285	735	2.11
Biking or hiking clubs	32.51% 237	30.59% 223	36.90% 269	729	2.04
Employer	24.14% 175	36.28% 263	39.59% 287	725	2.15
Local media (TV, radio, newspaper)	56.93% 427	33.20% 249	9.87% 74	750	1.53
Visitor's Center	22.34% 162	34.76% 252	42.90% 311	725	2.21

Lafayette Bike/Ped Survey

Q19 What is your preferred method of receiving information about bike/walk issues and events?

Answered: 769 Skipped: 88



	Strongly Agree	Somewhat Agree	Don't Agree	No Way	Not Applicable	Total	Weighted Average
Mailings	17.19% 125	35.21% 256	25.31% 184	18.02% 131	4.26% 31	727	2.57
E-newsletters (please specify below in Other box)	30.03% 221	37.36% 275	17.53% 129	8.02% 59	7.07% 52	736	2.25
Neighborhood/Community group meetings	13.89% 101	37.14% 270	26.27% 191	10.45% 76	12.24% 89	727	2.70
Social media (please specify below in Other box)	50.74% 379	32.40% 242	8.30% 62	3.88% 29	4.69% 35	747	1.79
Brochures	13.78% 101	42.16% 309	26.06% 191	11.73% 86	6.28% 46	733	2.55
Fairs/Festivals	24.49% 180	48.03% 353	17.69% 130	4.49% 33	5.31% 39	735	2.18
Local media (TV, radio, newspaper)	48.67% 365	40.13% 301	5.47% 41	2.67% 20	3.07% 23	750	1.71

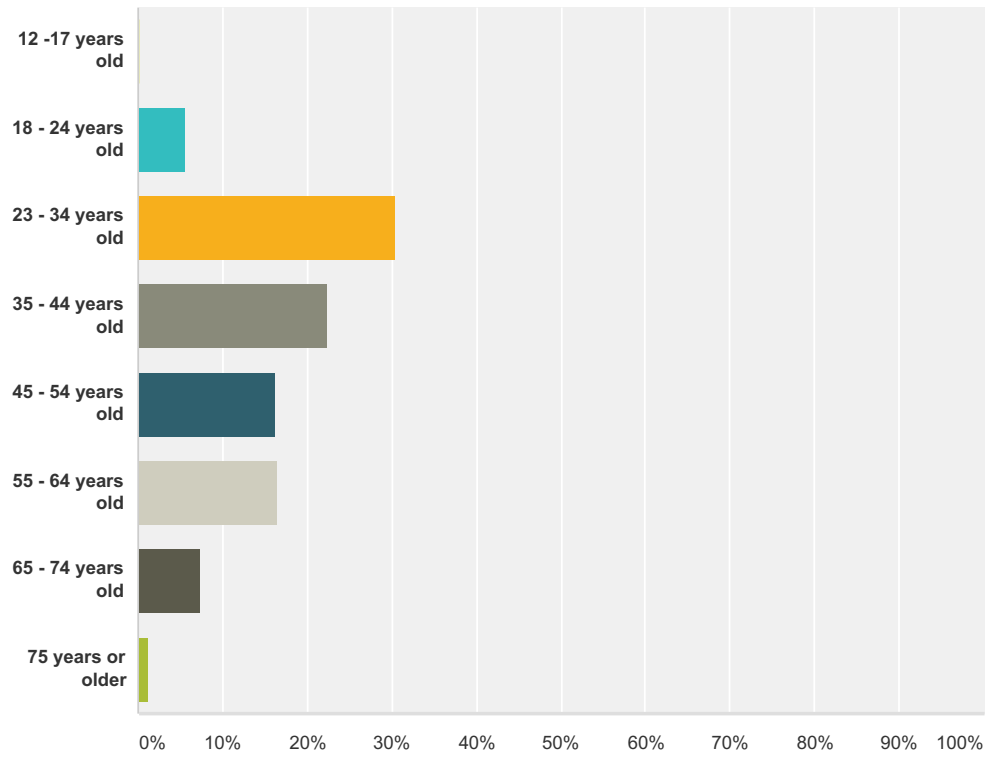
Q20 Please provide us with your zip code.

Answered: 772 Skipped: 85

Answer Choices	Responses	
Home	99.61%	769
Work	89.90%	694

Q21 What is your age?

Answered: 772 Skipped: 85

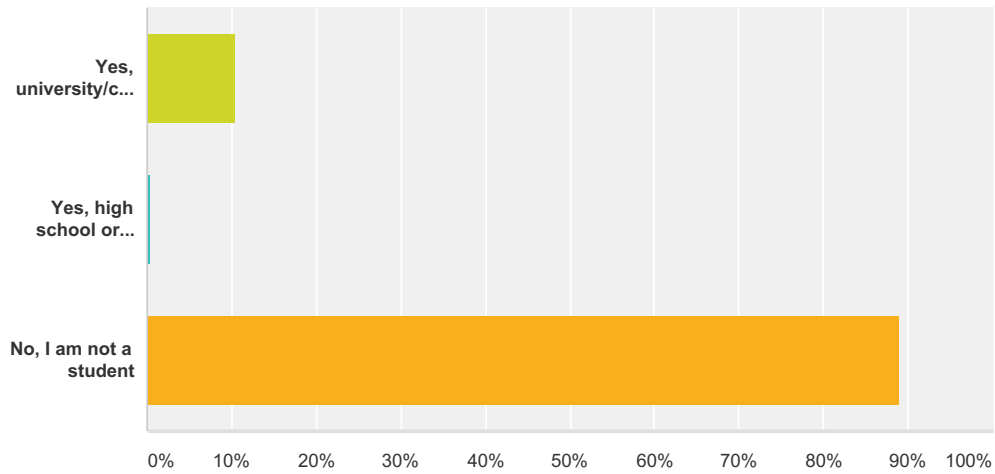


Answer Choices	Responses	
12 - 17 years old	0.26%	2
18 - 24 years old	5.70%	44
23 - 34 years old	30.44%	235
35 - 44 years old	22.28%	172
45 - 54 years old	16.19%	125
55 - 64 years old	16.58%	128
65 - 74 years old	7.38%	57
75 years or older	1.17%	9
Total		772

Lafayette Bike/Ped Survey

Q22 Are you a student?

Answered: 772 Skipped: 85



Answer Choices	Responses	
Yes, university/college	10.49%	81
Yes, high school or younger	0.52%	4
No, I am not a student	88.99%	687
Total		772

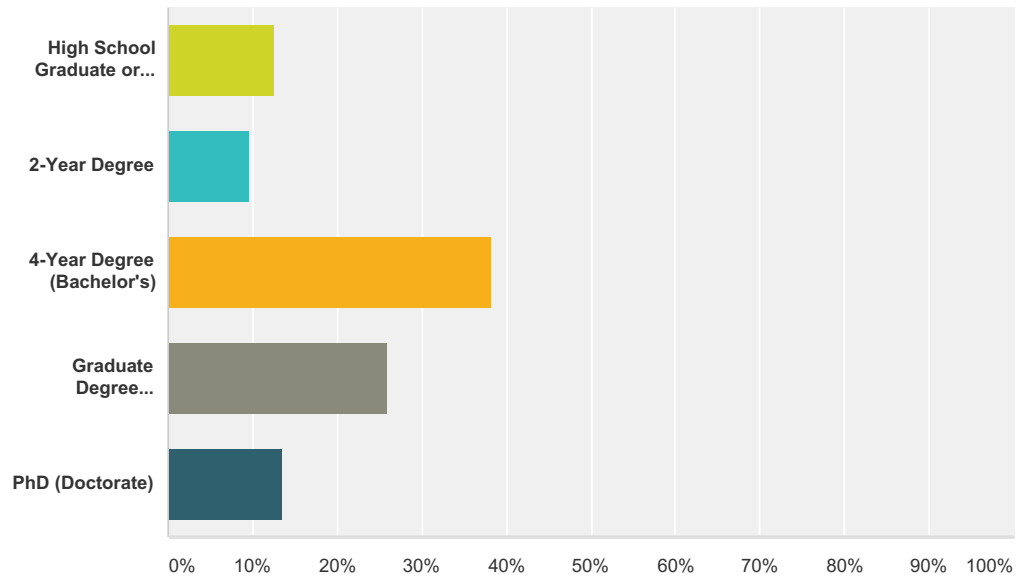
Q23 Please indicate your gender.

Answered: 747 Skipped: 110

Lafayette Bike/Ped Survey

Q24 Education

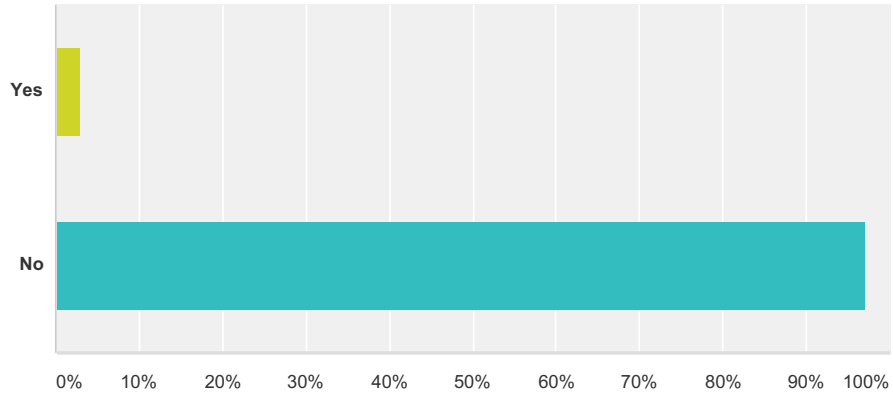
Answered: 768 Skipped: 89



Answer Choices	Responses
High School Graduate or Equivalent	12.50% 96
2-Year Degree	9.64% 74
4-Year Degree (Bachelor's)	38.28% 294
Graduate Degree (Master's)	25.91% 199
PhD (Doctorate)	13.67% 105
Total	768

Q25 Are you Hispanic or Latino?

Answered: 763 Skipped: 94

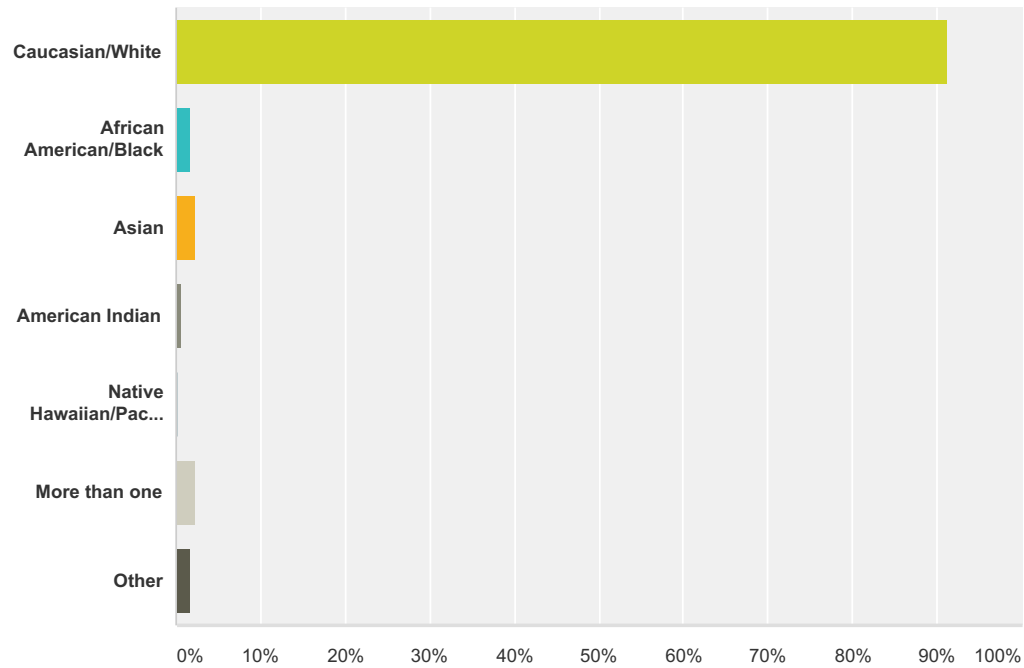


Answer Choices	Responses	
Yes	2.88%	22
No	97.12%	741
Total		763

Lafayette Bike/Ped Survey

Q26 Race/Ethnicity

Answered: 756 Skipped: 101



Answer Choices	Responses	
Caucasian/White	91.14%	689
African American/Black	1.59%	12
Asian	2.38%	18
American Indian	0.66%	5
Native Hawaiian/Pacific Islander	0.26%	2
More than one	2.38%	18
Other	1.59%	12
Total		756

Lafayette Bike/Ped Survey

Q27 Thank you for taking the time to complete the survey. The first 400 people to complete the survey are eligible to receive a 'Thank You Gift'. If you are interested in receiving this gift, please enter your email address so that we can contact you.

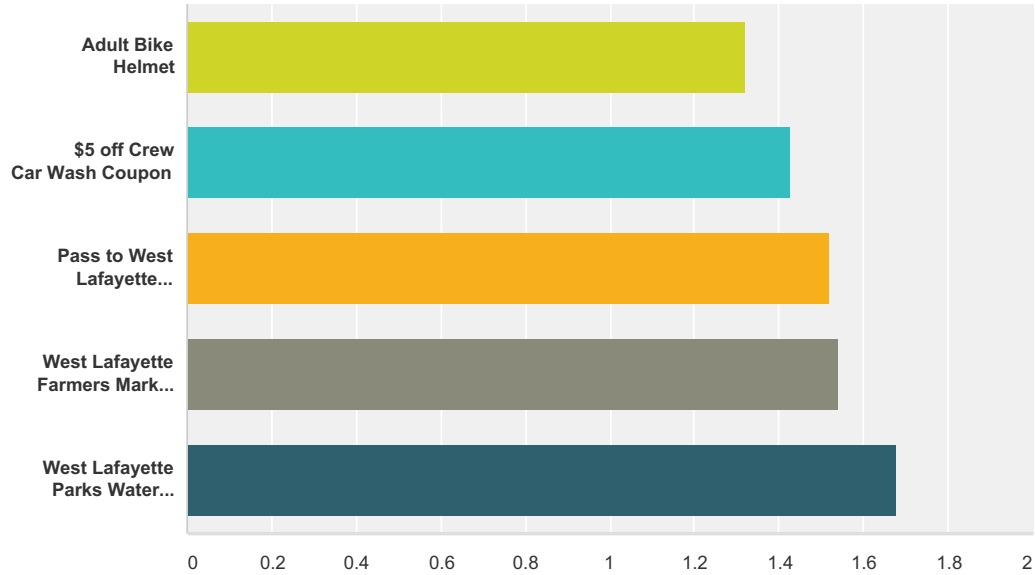
Answered: 594 Skipped: 263

Answer Choices	Responses	
Name	0.00%	0
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	100.00%	594
Phone Number	0.00%	0

Lafayette Bike/Ped Survey

Q28 If you entered your email address in the previous question, please indicate your Top 2 choices from the items listed below as a 'Thank You Gift' for completing the survey.

Answered: 598 Skipped: 259



	1st Choice	2nd Choice	Total	Weighted Average
Adult Bike Helmet	67.57% 175	32.43% 84	259	1.32
\$5 off Crew Car Wash Coupon	57.14% 184	42.86% 138	322	1.43
Pass to West Lafayette Municipal Pool	47.91% 103	52.09% 112	215	1.52
West Lafayette Farmers Market Bag	45.70% 133	54.30% 158	291	1.54
West Lafayette Parks Water Bottle	32.04% 66	67.96% 140	206	1.68

Bike and Ped Projects Programmed in FY 2018 TIP

Project	Location	Type of Improvement (Ped & Bike)
Lafayette		
Bike/Ped Safety Education	Throughout community	Safety education program
Park East Boulevard Extension	Haggerty Lane to SR 38	Sidewalks on both sides
Star City Trail	North of Union Street to Rome Drive	New trail, and extension of an existing one
Twyckenham Boulevard	Poland Hill Road to South 9th Street	New trail and sidewalk. Trail will connect to existing trails
Twyckenham Trail	Old Romney Road to Old US 231	New Trail. Will connect to existing trails.
West Lafayette		
Cherry Lane Extension	Relocated US 231 to McCormick Road	New trail and sidewalk. Trail will connect to existing trails.
Cumberland Avenue, Ph 4	US 52 to 1/2 mile west of Sagamore Pkwy	Sidewalk and trail
Happy Hollow Neighborhood Trail	At Park Entrance & along road	New trail
Lindberg Road	Northwestern Avenue to Salisbury Street	Sidewalk and trail
Sagamore Parkway Trail	Happy Hollow to Wabash River Bridge	New trail. Will be part of new trail crossing Wabash River
Soldiers Home Road, Ph 1	Sagamore Parkway to Kalberer Road	Sidewalk and trail
Yeager Road, Ph 4	End of pavement of City Limits	New trail and sidewalk. Trail will connect to existing trails.
Tippecanoe County		
Concord Road at CR 430S	at CR 430S	New Trail
Harrison Safety Project	Along County Farm Road, CR 600N & 500N	Possible, scope has not yet been developed
Klondike Road	Lindberg Road to US 52	New trail and sidewalk
Lindberg Road	Klondike Road to Relocated US 231	New trail and sidewalk. Trail will connect to existing trails
McCutcheon Ped Safety	Around McCutcheon and May Flower Mill	New sidewalks, pedestrian crossings
Morehouse Road	Sagamore Parkway to south of CR 500N	New trail and sidewalk. Trail will connect to existing trails
Yeager Road	W.L. City Limits to CR 500N	New trail and sidewalk. Trail will connect to existing trails
State Street Corridor Projects		Varies

Various locations throughout the Purdue Campus