

## BPAC Bike Parking Upgrade Recommendation

**Background:** the City of Springfield will be receiving \$86,500 from the Regional Bicycle Enhancement grant funding to strengthen bike infrastructure by increasing bike racks throughout Springfield. We expect to be able to support the purchase and installation of at least 150 basic bike racks. No specific site assessments have been done so this assumption is based on each site needing relatively minimal prep work. We are also not budgeting for enhancements to lightning or covered structures. The City is prioritizing placement of bike racks outside of the downtown area and school property since other efforts have targeted these areas.

**Goal:** support bicycle transportation and recreation throughout Springfield by providing safe and secure bike parking facilities (bike rack). Invest equitably throughout the City.

The infrastructure subcommittee has had significant conversations regarding balancing the need to build a functional bike infrastructure system in our community that will support the largest number of people possible in bike use and also recognizing the need to consider equity when making investments. Past active transportation investments may have disinvested in neighborhoods or communities and continuing to disinvest in these areas would widen the gap in access to active transportation.

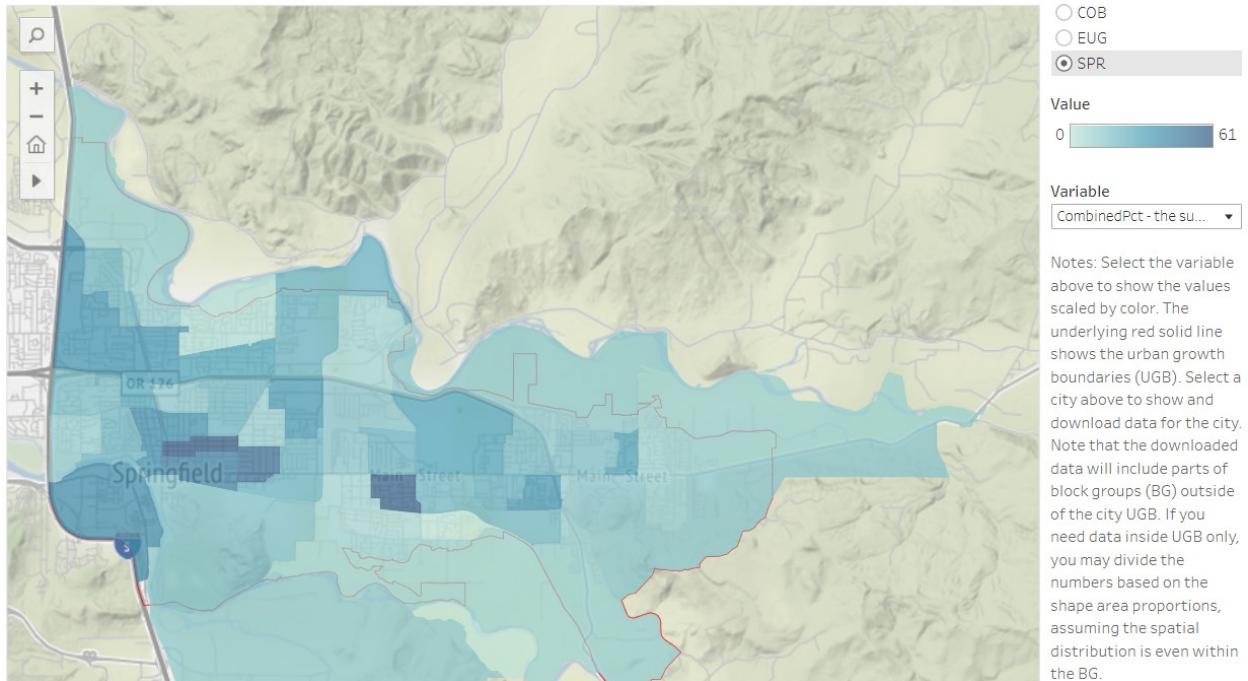
Similar to the recommendation made last year regarding bike fix it stations, the BPAC Infrastructure subcommittee recommends considering the following factors when placing bike racks.

- 1) Equity
- 2) Popularity
- 3) Security

**Equity** - the infrastructure subcommittee has had the most discussion regarding equity  
The infrastructure subcommittee recommends prioritizing:

- 1) census block areas that have a higher proportion of households without a personal vehicle than the average for our metropolitan area. This number is based on census data provided by the metropolitan planning authority.

Zero-car households and households below poverty level by city



- 2) Organizations serving community members living on low incomes- the infrastructure subcommittee has discussed prioritizing Affordable Housing or residential areas, commonly apartment complexes, where all residents must be below a specified income level to qualify. We may want to consider also prioritizing other businesses/organizations that can demonstrate serving a high proportion of people living on low incomes.

The infrastructure subcommittee has not developed a specific recommendation for strategies for considering popularity or security, we may want to include these factors as part of the application process.

### **Application process**

The infrastructure subcommittee has recommended creating an application or request for bike rack placement that will be open for a specified time period and once closed if there are more requests or applications than the City is able to install, the subcommittee recommends prioritizing requests from businesses within targeted census block areas, affordable housing providers, and organizations serving community members living on low incomes. Promotion of the application process may also focus on targeted areas. Given the large number of bike racks available we may be able to satisfy all requests and the greater challenge may be getting organizations to apply in the first place.

The City may want to ask businesses, property owners, or organizations to submit a picture of where they would like the bike rack to go with the application and the photo could be used to partially evaluate the safety of the location or other installation challenges.

We haven't discussed this as a group - but sense the City is better able to communicate with "individuals" than "businesses" or "organizations" we may want to consider a system where an individual could recommend a business or property owner apply either by promoting the opportunity to the business directly or requesting that someone from the City reach out to that business. This could be an opportunity to incorporate popularity and to target outreach - for example the City could do a mailer to targeted census block areas asking people to suggest a business where they'd like to see a bike rack and then also promote via social media. Property owners must agree to bike parking installation.

#### **Other promotional strategies to consider**

- Promote to members of chamber of commerce via email or phone call
- Promote to businesses with a liquor license within Springfield (this is a stand in for restaurants) through a mailer or door to door outreach
- We discussed several business types that would be good to target including convenience stores, fast food, healthcare, park areas, and grocery stores. This could be through BPAC members reaching out to businesses, City staff, mailers or some other strategy. We don't have a specific list of all businesses that could be used for a mailer, the liquor license list was the closest we could get.

#### **Safety**

- As part of the application process businesses and organizations could be asked to submit a picture of the desired location and/or describe safety features such as current lighting.

#### **Popularity**

- If as part of the application processes people are able to suggest a business or ask a business to apply this could be used as an indicator of popularity. The application could also ask about customer volume to indicate potential popularity.

#### **Conclusion**

The infrastructure subcommittee is excited to see this investment and recommends moving forward with this effort as quickly as possible. The City is currently in the process of hiring a temporary staff person to manage the logistics of this initiative.