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## Marketing, Education, and Evaluation

### Overview

Marketing, education, and evaluation programs are an essential complement to bicycle and pedestrian facilities planning. These activities help to raise the profile and public understanding of facilities investments, increase walking and bicycling mode share and public support, and help to create a local culture that values walking and bicycling.

The purpose of this memorandum is to provide a set of programmatic recommendations for the four non-infrastructure “E’s” of bicycle and pedestrian planning: Encouragement, Education, Enforcement, and Evaluation. These initiatives can be undertaken by local agencies and community organizations.

Program concepts were developed by the technical team and were based on:

- knowledge about existing programs in the region and states;
- the Vision, Goals and Objectives developed for this planning effort;
- stated community needs and concerns (as communicated through stakeholder interviews, the Aiken County focus group, the Aiken County public meetings, surveys, and discussions with the client team and Aiken County Subcommittee of the Project Steering Committee);
- and the consultant team’s knowledge about national model programs and best practices.

Additionally, this memorandum is intended to assist municipalities within the County in their efforts to reach the status of a nationally designated Walk-Friendly and Bicycle-Friendly Community. For each program, we have provided information about the program

purpose, a description of the basic approach and, wherever possible, links to model programs and useful resources.

### *Role of the Augusta Regional Transportation Study*

The Aiken County Bicycle and Pedestrian Plan was developed in tandem with the ARTS regional Bicycle and Pedestrian Plan and serves as a complementary planning document. Recognizing that, ARTS is committed to the goals of this Plan and is willing to assume the role as a partner in and leader for bicycle and pedestrian efforts within its boundaries. As a regional agency already engaged in transportation demand management, inter-jurisdictional coordination, and regional cooperation, ARTS should play the following roles:

- **Convener:** Bring the right people and organizations together.
- **Coordinator:** Assist interested parties in working in concert.
- **Adviser:** Develop expertise around education, promotion and marketing, and become the repository of institutional memory.
- **Unifier:** Create a regional identity and brand that serves as a rallying point for public involvement in walking and bicycling issues.
- **Monitor:** Develop an evaluation strategy, ensure that evaluation metrics are collected and report back to funders, stakeholders, decision-makers and the general public about the results of education, promotion and marketing efforts.
- **Funder:** Fund education, promotion and marketing efforts directly, when possible,



and indirectly, by leading and participating in efforts to secure additional funding.

- **Implementer:** Where there is no clear existing implementing agency or where ARTS is the uniquely qualified agency to act (such as in the area of train-the-trainer programs), consider directly creating and implementing programs to fill the void.

Aiken County and municipalities within its borders should also play these roles in the geographies over which they have jurisdiction. The Lower Savannah Council of Governments (LSCOG) may also fulfill some of these roles in the South Carolina portion of the ARTS region, especially in unincorporated Aiken County.

## *Existing Statewide Programs*

### **South Carolina Department of Transportation**

The South Carolina Department of Transportation (SCDOT) Bicycle and Pedestrian Program provides a guide of safety tips for bicyclists and pedestrians as well as state route maps on their website. Links to a number of programs within the state related to bicycle and pedestrian awareness are also provided, including statewide public safety crash data and health related education awareness programs. SCDOT additionally houses the state's Safe Routes to School program. Regional Safe Routes to School offices serve the role of "resource center" and collaborator for communities advancing Safe Routes to School initiatives.

The Bikes Belong Coalition and the League of American Bicyclists advocacy organizations have also awarded a "Complete Streets" grant to SCDOT to implement bicycle and pedestrian policies and to improve conditions for bicycling and walking. The grant supports research, training and evaluation programs for the state. SCDOT, the League of American Bicyclists, the Palmetto Cycling Coalition, and other local advocacy groups work to support implementation of this grant program.

### **Palmetto Cycling Coalition (PCC)**

The Palmetto Cycling Coalition (PCC) is a non-profit organization dedicated to making South Carolina more bicycle friendly for everyone. PCC offers a number of education and training workshops, including adult bicycle driving

classes, league certified bicycle instructor courses and law officer training education. Previously, PCC also initiated a bike lights program, whereby they are able to partner with organizations and local governments to provide bicycle lights and safety informational brochures to cyclists in need.

A Safe Streets Save Lives Campaign has also recently been initiated by PCC as a public private partnership program to promote bicycle safety and reduce the number of bicycle crashes across the state. Recently, a DVD was developed for the campaign, which has been shown within the state at local community facilities to enhance safety awareness. In May 2011, this DVD was shown in Aiken at the River of Life Church and was advertised through local bicycle advocacy groups.





## Existing Regional and Local Programs

### Safe Routes to School Programs

Safe Routes to School Programs (SRTS) provide funding for school based programs which encourage bicycling and walking to school. This typically involves examining conditions around public schools and providing programs to improve bicycle/pedestrian safety, accessibility and use. Schools in Aiken County that have participated in the program include Aiken Middle School and North Aiken Elementary School. SCDOT offer Safe Routes to School Resource Centers to specific regions throughout the state. Aiken is within the South Carolina Midlands Region.

### Safe Kids Programs

Safe Kids Aiken serves the Aiken County community. The program also promotes legislation geared at child safety, and provides varying information and classes on safety, including the distribution of safety equipment such as bike helmets at little or no cost.



### Eat Smart Move More Aiken

Eat Smart Move More South Carolina (ESMM SC) is a statewide coalition that offers resources about healthy lifestyles and advocacy for active living to local groups. In particular, the "Options for Action" toolkit offered by the organization is a best practices guide for community campaigns that promote bicycling, walking, and access to healthy foods. Aiken County is currently developing a local chapter ESMM SC.

### Other Existing and Potential Partners

Local non-profit organizations, coalitions, and major institutions should play a leading role in developing, implementing and sponsoring bicycling and walking programs. Aiken County already has a network of entities that could partner with local governments to generate community awareness and broad participation in bicycling and walking programs.

- Aiken Bicycle Club
- Aiken Regional Medical Center
- Aiken Running Club
- Aiken Sidewalk Appreciation Society
- Eat Smart Move More SC – Aiken
- Cyclesport Bicycles and Fitness
- Local active-wear and outfitter retailers
- SORBA CSRA (Local Chapter of the Southern Off-Road Bicycle Association)
- Universities and colleges
- YMCA

## Program Recommendations

### Encouragement

#### Safe Routes to School

As referenced earlier, a number of schools within the region have already participated in a Safe Routes to School Program. A major next step in developing a regional approach to this program is to develop a regional Safe Routes to School Plan and set a benchmark that all elementary schools within the region take part in the program over a specified period of time. Communities should contact their regional Safe Routes to School Coordinators to leverage resources as they develop plans for implementation of this program. This coordination would assist the Regional Bicycle and Pedestrian Committee in forming a list of all elementary schools in the region and in determining priorities and funding partnerships for the regional program.



**Action Step:** Integrate Safe Routes to School efforts with the goals of existing partner organizations (i.e. invite the Sidewalk Appreciation Society to identify safe walking routes) and with the efforts of other related programs (such as Bike Month).

**Program Resources:**

National Safe Routes to School Partnership: <http://www.saferoutespartnership.org/>

National Center for Safe Routes to School: <http://www.saferoutesinfo.org/>

SC Safe Routes to School Resource Center: <http://scsaferoutes.org/>

Sample Safe Routes to School Encouragement Program (SC): <http://active-living.org/Walking--Wheeling-Wednesday.html>

Sample Safe Routes to School Travel Plans (GA): <http://www.saferoutesga.org/content/completed-travel-plans>

temporary park that is open to the public for walking, bicycling, dancing, hula hooping, roller-skating, etc. They have been very successful internationally and are rapidly becoming popular in the United States. Car-free street events promote health by creating a safe and attractive space for physical activity and social contact, and are cost-effective compared to the cost of building new parks for the same purpose. Events can be weekly events or one-time occasions, and are generally very popular and well attended.

This Plan recommends that Aiken County and the municipalities within the County consider hosting car-free street events annually. Smaller communities may choose a two-block section of street, while larger population centers may choose a longer corridor.

**Action Step:** Host the first car-free street event in the City of Aiken. Newberry Street in the City of Aiken has a history of being claimed as a “festival street.”<sup>1</sup> Hosting car-free street events on Newberry Street could provide a powerful tool for promoting biking and walking, while also building on the existing character and design of downtown.

**Program Resources:**

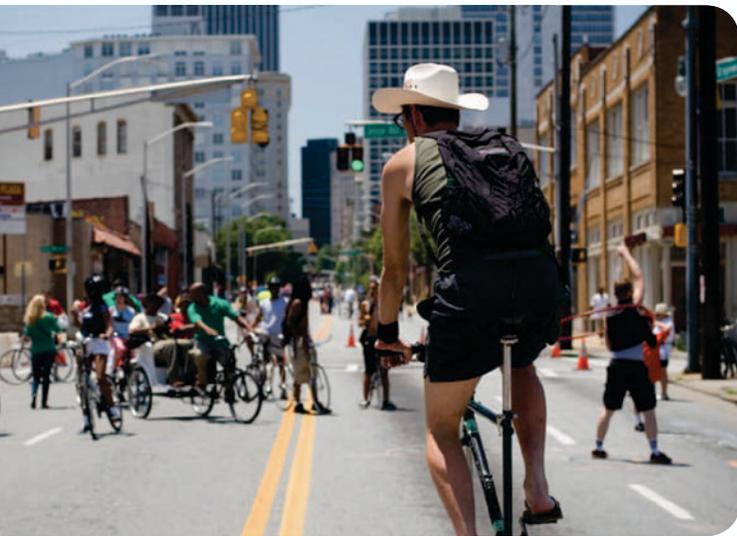
Atlanta Streets Alive: <http://www.atlantabike.org/atlantastreetsalive>

Vancouver LiveStreets: <http://www.livestreets.ca/>

San Francisco Sunday Streets: <http://sundaystreetssf.com/>

Oakland's Oaklavia <http://oaklavia.org/media>

Portland Sunday Parkways: <http://portlandsundayparkways.org/>



*Car-free street events are periodic street “openings” that create a temporary park, open to the public. Above is an image from an Atlanta Streets Alive event*

**Car-free Street Events**

Car-free street events have many names: Sunday Parkways, Ciclovias, Summer Streets, and Sunday Streets. The events are periodic street “openings” (i.e., “open” to users besides just cars; usually on Sundays) that create a

**Weekend Walkabouts**

Weekend Walkabouts are regularly occurring events that promote walking while also bringing attention to pedestrian infrastructure. Weekend Walkabouts can be held either monthly from May to October or quarterly to include one walk per season, depending on

<sup>1</sup> Source: City of Aiken staff; [http://chronicle.augusta.com/stories/1997/08/15/met\\_212998.shtml](http://chronicle.augusta.com/stories/1997/08/15/met_212998.shtml)



staff availability and marketing opportunities. The events' walking routes should highlight safe and inviting places to walk in the public realm (rather than private or enclosed facilities such as cemeteries or walking tracks) and should be 3 miles or less in length. These events are ideal for families and seniors.

Weekend Walkabouts may be organized based on themes for each walk, such as an architectural tour, a "Steeple Chase" tour (visiting historic churches), a tour of parks, neighborhood strolls, etc. To generate added marketing potential, community leaders or local celebrities could be chosen to lead each walk. For each event, at least one volunteer or staff member should be positioned at both the front and the rear of the walking group. The pace should remain at 2-2.5 miles per hour or less. A refreshment break with water should be offered at the halfway point for any walk of 2 or more miles.

**Action Step:** Host the first Weekend Walkabout in conjunction with the annual event known as "Jane's Walk." Inspired by the "people's planner" Jane Jacobs, Jane's Walk occurs on May 1st and involves free neighborhood walking tours, developed and delivered by citizens, as a way to help put people in touch with their environment and with each other.

#### Program Resources:

Spartanburg, SC Weekend Walkabouts:  
<http://active-living.org/Walkabouts-and-Rideabouts-3.html>

Jane's Walk: [www.janeswalk.net](http://www.janeswalk.net)

### Bike Month Activities

Cities and towns across the country participate in National Bike Month annually, during May. The League of American Bicyclists (LAB) hosts a website for event organizers. The website contains information on nationwide and local events, an organizing handbook, and promotional materials.

It is recommended that ARTS counties and municipalities host National Bike Month events and activities annually, with the support of local bicycling groups and shops.

Bike Month activities may include:

- Bike to Work Day events: morning-commute energizer stations with food, encouragement, information, and sponsored goodies for participants; rally or celebration with raffles, food, and vendors.



*Inspired by urban planner Jane Jacobs, Jane's walk occurs on May 1st and involves free neighborhood walking tours, developed and delivered by citizens.*

- Group rides to the business center with the mayor and/or local celebrities.
- Discounts at local businesses for bicycle commuters.
- Bike vs. Bus vs. Car challenge. This is a fun competition to determine which transportation mode arrives at the city center in the least amount of time.
- Short, themed community bicycle rides, such as an art tour or restaurant tour.
- Participation in the national Ride of Silence bike ride to bring awareness to cyclist safety
- Mountain biking skills clinic and tour of mountain biking trails
- Bicycle parking valet, hosted by volunteers, to offer free bicycle parking at special events
- Bicycle Commuter Course taught by nationally certified League Cycling Instructors



- A contest for artists to create public art pieces using bicycle materials

**Action Step:** In the first year that Aiken County and its municipalities celebrate Bike Month, ensure that elected bodies endorse the month and host multiple events within May. Geographically disperse the events and involve as many partners as possible to assist in developing and leading the activities. Offer at least one activity that does not involve biking (such as a movie night that features a biking movie or an exhibit of bike-themed art). Collaborate with local and regional Safe Routes to School efforts to incorporate Bike to School Day into Bike Month.

**Program Resources:**

National Bike Month: <http://www.bikeleague.org/programs/bikemonth/>

Greenville, SC Bike Month events: <http://www.greenvillesc.gov/ParksRec/trails/bikemonth.aspx>

Atlanta, GA Bike Month events: <http://www.atlantabike.org/May>

**Action Step:** Aiken County should partner with the City of Aiken and City of North Augusta to identify safe and enjoyable walking and bicycling routes. Groups such as Eat Smart Move More Aiken, the Aiken Bicycle Club, and the Aiken Sidewalk Appreciation Society may provide volunteers to map the routes. The Chamber of Commerce and visitors' centers should assist in promoting the walking and biking routes.

**Sample Guided Walks and Bicycling Route Maps:**

Charleston (SC) Route Book: <http://coastalcyclists.org/maps/routebooksample.pdf> (sample route)

Austin Historic Walking Tours (Austin, TX): [http://www.austintexas.org/visitors/plan\\_your\\_trip/historic\\_walking\\_tours](http://www.austintexas.org/visitors/plan_your_trip/historic_walking_tours)

Spartanburg (SC) Walking and Biking Route Maps: <http://www.active-living.org/Maps.html>

**Walking and Bicycling Maps**

One of the most effective ways of encouraging people to walk and cycle is through the use of maps and guides that show enjoyable routes and destinations for walking and bicycling. One or more maps should be developed for the urbanized area of Aiken County to show the location of existing safe and enjoyable biking and walking routes. Maps should be printed as needed and actively distributed to residents and visitors; they should also be updated on a regular basis as new facilities are implemented (every five years or less). The map should highlight destinations and amenities such as the downtown colleges, and parks.

**Education and Enforcement**

As noted in the review of existing safety programs, there are a number of opportunities to enhance programs already enacted in the region utilizing available statewide resources. The following recommendations are proposed for the region:





### Safe Streets Save Lives Regional Program

The Safe Streets Save Lives Campaign of the Palmetto Cycling Coalition in South Carolina is intended to advance safe practices of both bicyclists and motorists within the state. Using this resource, Aiken County has already conducted some community outreach at a local community center. It is recommended that a regional campaign be developed with assistance from representatives at the Palmetto Cycling Coalition to advance this effort throughout the South Carolina portion of the region.

**Action Step:** Identify a County staff person or community volunteer to lead this program. Contact the Palmetto Cycling Coalition to request campaign materials and to keep the organization informed of this effort. Pursue media outlets, such as a local city access channel, local news station, or programmed televisions (at an airport or similar "lobby" location) to show the campaign video. Promote the campaign through Safe Routes to School, Bike Month events, and other related programs.

#### Program Resource:

Safe Streets Save Lives Program: <http://www.safestreetssavelives.org/>

### Issue Focused Safety Campaign: Nighttime Crashes

The crash analysis conducted as part of Chapter 3 of this Plan revealed that approximately 50 percent of pedestrian crashes in Aiken County are occurring in dark conditions. These night-time crashes are also a major factor in the reported pedestrian fatalities. A focused safety campaign, with active media outreach to providing bike lights and educate citizens on clothing and other safety issues during these times of day is recommended to address this crash analysis finding. A benchmark to reduce night-time crash rates could be set to provide an evaluation measure for how well this safety program works in reducing these crashes. Coordination with local advocacy groups and retailers is recommended in the implementation of this safety program and others that may become relevant over time.

**Action Step:** Identify funds (within staff budget, through a grant, or through a retailer's in-kind donation) to purchase pedestrian lights and reflective wear. Either establish new activities and events or collaborate with existing events to distribute the items to target populations. Use Safe Routes to School contacts to provide pedestrian-safety items to parents, teachers, and children.

#### Program Resource:

Greenville, SC Lights for Life: <http://bikegreenville.blogspot.com/2011/10/lights-for-life.html>

### Police Training Programs

Police training courses provide police officers with safety education related to the rights and responsibilities of bicyclists, pedestrians, and motorists. These educational courses may be provided in coordination with Palmetto Cycling Coalition and other regional programs. The training will explain such matters as: common errors in reporting a bicycle or pedestrian collision; laws related to pedestrian crossings in and out of crosswalks; laws related to a motorist passing a bicyclist; etc. A regional benchmark could be set to provide bicycle and pedestrian training programs for all police officers within the County by 2013.

**Action Step:** Contact the Palmetto Cycling Coalition and [SCBikeLaw.com](http://SCBikeLaw.com) to determine if any upcoming police trainings are scheduled within the state. Identify available trainers within the region ([SCBikeLaw.com](http://SCBikeLaw.com) staff, League Cycling Instructors, or others) who could lead a police training course. Coordinate with ARTS to determine other efforts in the region to offer police trainings. Engage local police agencies in the task of determining training agenda, schedule, and trainers.

#### Program Resource:

Bike Law: <http://www.bikelaw.com/>

### Professional Driver Training

Driver training programs are currently offered for employees of the City of Aiken. Aiken



County should expand driver training courses to County staff and staff of other municipalities and ensure that the courses offer up-to-date and practical information about sharing the road with bicyclists. Additionally, Aiken County should coordinate with ARTS to provide incentives for the agencies to expand their driver training programs to include other commercial drivers in the region, such transit drivers, school bus drivers, and taxi drivers.

**Action Step:** Identify current driver trainer providers within the County and region. Coordinate with ARTS staff to increase staff attendance to driver training programs and to expand agencies that participate.

**Program Resource:**

San Francisco Bicycle Coalition  
Driver Education: <http://www.sfbike.org/?drivertraining>

**Evaluation**

**Regional Bicycle and Pedestrian Committee**

An advisory committee has already been successfully used to develop an updated bicycle and pedestrian plan for the region and it is recommended that a permanent committee comprised of government staff and local advocacy groups be instituted to oversee bicycle safety programs at a regional level. This will allow a forum for regional interests to coordinate and share successes and lessons learned. Information on actions of this committee and educational materials should be made available through a regional website to make the program visible and transparent to the public. This website may also provide a centralized location for tracking safety awareness and other bicycling and walking events in the area and overall progress towards plan implementation and achievement of goals for bicycling and walking.

**Action Step:** Identify a County staff person to coordinate with and support ARTS' efforts to establish a permanent Regional Bicycle and Pedestrian Committee.

**Program Resources:**

Roanoke Valley Alleghany Regional Commission: <http://www.rvarc.org/bike/home.htm>

Capitol Region Council of Governments: [http://www.crcog.org/Meetings\\_minutes/mm\\_bicycle\\_committee.html](http://www.crcog.org/Meetings_minutes/mm_bicycle_committee.html)

Southwestern Pennsylvania Commission: [http://www.spcregion.org/trans\\_pedbike.shtml](http://www.spcregion.org/trans_pedbike.shtml)

**Regional Plan for Bicycle and Pedestrian Collision Reduction**

Based on the findings of the safety analysis provided in Chapter 3 of this Plan, ARTS should develop a regional plan to reduce bicycle and pedestrian crashes and fatalities. The Regional Bicycle and Pedestrian Committee (see 2.3.1) should facilitate the process of developing the plan. The plan should complement the existing Strategic Highway Safety Plans for GA and SC and should be developed in partnership with SCDOT, GDOT, the SC Department of Public Safety Office of Highway Safety, the Georgia Governor's Office of Highway Safety, and local public safety or police departments. Every other year, these partners should complete an analysis of bicycle and pedestrian collision data and reconvene to update the plan.

**Action Step:** Identify a County staff person to coordinate with and support ARTS' efforts to establish a permanent Regional Plan for Bicycle and Pedestrian Collision Reduction.

**Program Resources:**

GA Strategic Highway Safety Plan: <http://www.gahighwaysafety.org/shsp/>

SC Strategic Highway Safety Plan: [http://www.scdot.org/inside/multimodal/pdfs/road\\_map.pdf](http://www.scdot.org/inside/multimodal/pdfs/road_map.pdf)



## Dedicated Funding Source

Nationally, bicycle and pedestrian travel account for 13 percent of all traffic fatalities. In Georgia, it is 10.1 percent and in South Carolina it is 12 percent. Yet, these travel modes account for only 0.6 percent of Federal Safety funds nationally, and only 0.5 percent and 0.0 percent of Georgia and South Carolina's Federal Safety funds, respectively.

Public funding for biking and walking facilities is a crucial component of local policy. ARTS should consider a funding program to increase the portion of funds available for bicycle and pedestrian infrastructure. As an example, Nashville, Tennessee (population 605,473) recently established a model program for determining local funding allotments. By virtue of a policy established by the MPO Executive Board, 15 percent of Surface Transportation Program (STP) funds are set aside annually for active transportation projects. For the current funding cycle (2011 to 2015), that amounts to roughly \$2.5 million that will be used exclusively for bicycle and pedestrian infrastructure and education costs. That figure does not reflect additional funds allotted for bicycle and pedestrian facilities that are incorporated into other, larger projects (such as a road widening project that may include a sidewalk and bike lane).

**Action Step:** Identify a County staff person to coordinate with and support ARTS' efforts to establish a dedicated funding source for bicycle and pedestrian investments. Additionally, Aiken County and its municipalities should develop a dedicated funding source within their own capital budgets. Refer to Appendix F for a summary of local government sidewalk infill programs and other funding mechanisms.

### Program Resource:

Nashville Area Metropolitan Planning Organization, 2035 Regional Transportation Plan: Urban Surface Transportation Program Investment Strategy: [http://www.nashvillempo.org/plans\\_programs/rtp/2035\\_rtp.aspx](http://www.nashvillempo.org/plans_programs/rtp/2035_rtp.aspx)

## Annual Count Program

Evaluation programs measure and evaluate the impact of projects, policies and programs. Typical evaluation programs range from a simple year over year comparison of US Census Journey to Work data to bicycle and pedestrian counts and community surveys. Counts and community surveys act as methods to evaluate not only the impacts of specific bicycle and pedestrian improvement projects but can also function as way to measure progress towards reaching local goals such as increased bicycle and pedestrian travel for trips one mile or less. Through development of the Regional Bicycle and Pedestrian Plan Update, ARTS has already established baseline data and a tested methodology for collecting annual counts.



*Counts act as methods to evaluate not only the impacts of specific bicycle and pedestrian improvement projects but can also function as way to measure progress towards reaching local goals.*

This Plan recommends, at minimum:

- Before and after bicycle, pedestrian and motor vehicle counts on all major roadway, bikeway, or pedestrian infrastructure projects.
- Annual bicycle and pedestrian counts conducted at minimum at the 23 locations counted as part of this regional planning effort. (More count locations, especially in Richmond County, would be worthwhile.)

- Annual analysis of the collected bicycle and pedestrian data.

**Action Step:** Identify a County staff person to coordinate with and support ARTS' efforts to establish an annual bicycle and pedestrian count program, with a minimum of 15 count locations in Aiken County each year.

**Program Resource:**

National Bicycle and Pedestrian Documentation Project: <http://bikepeddocumentation.org/>

**Facilities Inventory**

The existing conditions report in Chapter 3 of this Plan identified a lack of comprehensive inventories of sidewalk facilities and bicycle support facilities. A lack of comprehensive sidewalk data impairs a community's ability to effectively assess pedestrian facility needs and prioritize funding for sidewalk construction and repair.

The process of completing the Bicycle Friendly Community application for the City of Aiken (see Chapter 3, Section 3) revealed a lack of data related to existing bicycle parking. An inventory of bicycle parking and other bicycle support facilities is not only important for achieving Bicycle Friendly Community status, but also for providing information to the public about the location of bicycling parking amenities and for identifying locations in need of parking amenities.

This Plan recommends that, at a minimum, in coordination with ARTS and its municipalities:

- Aiken County develop sidewalk and bicycle parking inventory programs
- Aiken County establish internal processes to update the inventories on an ongoing basis

**Policy Recommendations**

Policy recommendations of the Aiken County Bicycle and Pedestrian Plan are based on a review and assessment of development requirements related to bicycle and pedestrian facilities for three jurisdictions of Aiken County. The full policy review is provided in Appendix

B. The list of jurisdictions evaluated includes City of North Augusta (SC), City of Aiken (SC), and Aiken County (SC). As shown in Appendix B, the review is not limited to the land development ordinances of each jurisdiction; some of these jurisdictions also have design guidelines associated with streets and the recently completed North Augusta Greenway, Pedestrian, and Bicycle Master Plan was reviewed, as well.

In evaluating the existing policies, it is evident that Aiken County and its municipalities could significantly strengthen many areas of policy regarding complete streets, bicycle, and pedestrian facility requirements and enhancements within the context of development ordinances. Additional guidance geared toward retrofit of existing facilities is also recommended. The following provides recommended "next steps" for improving the bicycle- and walk-friendliness of local policies.

**Complete Streets Policy**

A Complete Street is a roadway that, in addition to general purpose vehicular travel lanes, includes items such as sidewalks, bike lanes or shoulders, bus lanes, transit stops, crosswalks, median refuges, curb bulbouts, appropriate landscaping, and other features that add to the usability and livability of the street as determined by context. As of October, 2011, legislation on the subject has been passed in 25 states and almost 300 other jurisdictions throughout the country, and the Safe and Complete Streets Act of 2011 is currently pending in Congress.





This Plan recommends that Aiken County, City of Aiken, and Burnetown adopt a Complete Streets Policy. Currently, the City of North Augusta has policy language that successfully establishes a Complete Streets approach to development. Though not currently packaged as a Complete Streets Policy, current regulations represent the same intent.

It is anticipated that at a national level when the surface transportation bill is reauthorized, projects receiving federal funding will need to demonstrate some level of Complete Streets compliance. SCDOT was one of the first states to adopt a Complete Streets Policy in 2002, but has been lacking in taking the next step in revising state roadway design guidelines to accommodate and implement Complete Streets on a statewide level. For this reason, it is imperative that each municipality not only develop and adopt a Policy, but also review and revise current design guidelines to effectively implement Complete Streets in each community. In addition to adopting overarching Complete Streets Policies, each Aiken community should also adopt street design guidelines as provided in Appendix E of this Plan. Aiken County should coordinate with ARTS to facilitate the tailoring and adoption of the design guidelines in such a way as to maintain consistency across the region consistent with the goals and tenets of the broader bicycle and pedestrian planning effort.

To aid in policy development and provide consistency across the region, ARTS should provide sample language for a Complete Streets Policy to Aiken County. According to the National Complete Streets Coalition ([www.completestreets.org](http://www.completestreets.org)), an ideal Policy should include the following elements:

- Includes a vision for how and why the community wants to complete its streets
- Specifies that 'all users' includes pedestrians, bicyclists and transit passengers of all ages and abilities, as well as trucks, buses and automobiles.
- Applies to both new and retrofit projects, including design, planning, maintenance, and operations, for the entire right of way.
- Makes any exceptions specific and sets a clear procedure that requires high-level approval of exceptions.

- Encourages street connectivity and aims to create a comprehensive, integrated, connected network for all modes.
- Is adoptable by all agencies to cover all roads.
- Directs the use of the latest and best design criteria and guidelines while recognizing the need for flexibility in balancing user needs.
- Directs that complete streets solutions will complement the context of the community.

ARTS can use the resources associated with the National Complete Streets Coalition (they have sample policies from around the country to draw upon) to develop and tailor a Policy consistent with the area's context and goals. The Policy itself need not be cumbersome in its language; however, the real "teeth" associated with the Policy is the subsequent development of design guidelines such as typical cross sections that can be applied in varied contexts throughout each of the member jurisdictions, as articulated in the next recommendation.

As a complement to a Complete Streets Policy, Aiken County and its municipalities should work with ARTS to expand their respective palettes of street sections to incorporate a more context-based approach similar to other progressive communities. These cross-sections should be represented graphically as well as in table form, to clearly depict ideal street sections while giving flexibility in retrofit situations. North Augusta implies inclusion of Complete Streets principles in roadway design, but falls short in actual availability of design guidelines incorporating those principles. The Aiken County Bicycle & Pedestrian Plan includes a number of street cross-sections that accommodate multimodal users in rural to urban contexts. It is recommended that each municipality adopt the design guidelines provided in Appendix E to encourage regional consistency and predictability in application.

## Development Ordinances

Aiken County and municipalities within its urbanized area should consider revisions to their development ordinances to include more pedestrian-friendly automobile parking ratios and layout guidance, bicycle parking, and amenities geared toward increasing non-motorized utilization for commuters. In order



to promote a vibrant pedestrian-oriented environment, it is important that strict policies and guidelines are put into place to limit the physical and visual impact of automobiles in a place. Limiting automobile parking quantity and requiring that parking lots and garages are somewhat hidden and do not form part of the "street wall" immediately adjacent to sidewalks are items that should be explicitly addressed within design regulations.

### Block Size and Street Connectivity

Development ordinances should include requirements for block size and street connectivity (both motorized and non-motorized) to facilitate multimodal travel choice. Block size regulations should include a provision stipulating that pedestrian facilities including sidewalks, paths, and accessways are spaced no more than 400 feet apart. Ideally, streets and intersections supporting vehicular movement would have the same resolution, but a maximum block length of 600-800 feet (with bisecting pedestrian facilities) would still provide a high level of accessibility for all travel modes. Dead-end streets should be discouraged to the greatest extent possible (North Augusta has good code language with regards to this), with allowable lengths specified as no more than 300 feet. Maximum connectivity indexes for areas of any size can be specified and calculated using a link-node ratio such that given in the most recent LEED-ND guidelines; indexes can be used in addition to or in lieu of the block length specifications proposed above to provide a desired level of walkability. Member communities could use a combination of incentives and disincentives to encourage compliance.

### Sidewalk Ordinance

The existing conditions report in Chapter 3 of this Plan identified not only a need for closing existing gaps within the sidewalk network, but also for establishing policies that prevent the creation of sidewalk gaps through the development process. This Plan recommends that Aiken County develop policy language recommending that new developments be conditioned to include sidewalks.

### Policy Development

Development of a sidewalk ordinance will ensure long-term, cost-effective improvements

to local mobility options and to the overall walkability of Aiken County. The County should adopt a policy recommending code revision to require sidewalks in specified contexts, based on street type, land use, or densities. Recognizing the unique characteristics of Aiken County, this Plan recommends aligning sidewalk requirements with a combination of street type and land use, rather than densities. Examples can be found in nearby Dekalb County, GA, and the City of Mount Pleasant, SC., as cited below:

Dekalb County Code of Ordinances sec. 14-383 (Streets)

(a) Sidewalks shall be required on all sides of street frontage on all new and improved local residential streets in all subdivisions and along the street frontage of all new and improved non-residential developments and as set forth in section 14-190 of this article, unless determined by the planning commission to be infeasible only due to severe cross-slopes, shallow rock, soil or topographic conditions. At a minimum, however, continuous sidewalks shall be required on at least one (1) side of all new and improved local residential streets in all new and improved. No other variances or exceptions are allowed.

(b) The development director or planning commission may require that sidewalks required pursuant to 14-383(a) be continued to the nearest major or minor arterial or collector street.

Mt. Pleasant, South Carolina Code of Ordinances sec. 156-108 (Curb Cuts and Pedestrian Access)

(1) New developments, subdivisions, and remodeling. Appropriate pedestrian access shall be provided for all new developments, subdivisions, and renovation or remodeling equaling 50% of the existing building's value, either through the construction of concrete sidewalks or pedestrian path/bikeway systems, or a combination of both.

(2) Table of pedestrian access requirements. Requirements for pedestrian access shall be in accordance with the provisions as shown in the following table:



**Table 6-1: Table of pedestrian access requirements in Mt. Pleasant, SC**

Land Use/Road Classification	Minimum Requirement
<b>Commercial and industrial (new streets)</b>	<b>Sidewalk both sides</b>
Commercial and industrial (new development on existing street)	Sidewalk one side if specified on Road Improvement/Transportation Plan
Major arterial	Sidewalk both sides
Residential collector (including boulevards, parkways, and spine roads)	Sidewalk one side on streets having direct access to lots
	Pedestrian path/bikeway on one side may be direct access to lots with Planning Commission approval
<b>Local residential streets</b>	
-Greater than 3.5 units per acre	Sidewalk both sides
-Between 3.5 and 1.1 units per acre	Sidewalk one side
-Less than or equal to 1.0 units per acre	Pedestrian path/bikeway
-Between neighborhoods, commercial developments, schools, parks, community areas and the like	Whenever possible, a pedestrian access path, bike trail, or crosswalk shall be provided between existing and proposed new subdivisions and other pedestrian- oriented destinations

**Policy Enforcement**

Even after a sidewalk ordinance is established, assuring implementation can be a challenge. Some counties experience discrepancies between approved plat designs and the construction that follows. Plats adopted with sidewalks are, at times, not constructed per the approved plan. In light of that, this Plan recommends that Aiken County:

- Use land development tracking software to flag parcels that are planned to include a sidewalk, bike lane or other traffic calming improvements;
- Consider rejecting or not approving construction plan sets that omit said improvements to assist in successful inspection of these requirements.

**Bicycle Parking Ordinance**

At present, bicycle parking within Aiken County is extremely limited and the community does not have codified bicycle parking requirements (though the City of North Augusta may require bicycle parking at the discretion of the Planning Director). To expand bike parking in the area, the County and each city in the urbanized area should adopt general bicycle requirements that extend to all land uses. The expansion of

bicycle parking will enable more trips to be made by bicycle.

Just as car trips vary in purpose and duration, so too do bicycle trips. Because of the varied nature of bicycle trips, different types of bicycle parking should be provided to accommodate these needs. These needs can be met by providing both short-term and long-term parking. The Association of Pedestrian and Bicycle Professionals addresses the distinction between Short/Long-Term parking in the Bicycle Parking Guide, 2nd Edition, 2010) (Table 2).

**Table 6-2: Criteria for short-term and long-term bicycle parking<sup>2</sup>**

Criteria	Short-term	Long-term
Parking Duration	Less than two hours	More than two hours
Fixture Type	Simple bicycle racks	Lockers, racks in secured area
Weather Protection	Unsheltered	Sheltered or enclosed
Security	Unsecured, passive surveillance	Secured, active surveillance
		<b>Unsupervised</b>
		"Individual-secure" such as bicycle lockers
		"Shared-secure" such as bicycle room or cage
		<b>Supervised</b>
		Valet bicycle parking
Typical land uses	Commercial or retail, medical/healthcare, parks and recreation areas, community centers	Residential, workplace, transit

<sup>2</sup> Association of Pedestrian and Bicycle Professionals (APBP) Bicycle Parking Guide, 2010. Page 10.

Providing the options for short-term and long-term bicycle parking is important to bicyclists. Table 3 lists typical bicycle parking recommendations based on land use categories. The figures are derived from the APBP Bicycle Parking Guide, 2nd Edition and other best practices from around the country.

Refer to the Design Guidelines of this Plan, found in Appendix E, for additional guidance related to bicycle parking design, installation, and location.

### Unit of Measurement

Communities use different metrics for assigning appropriate levels of bicycle parking, including:

- Unit count
- Percentage of building square footage
- Building occupancy
- Percentage car parking

The new APBP Guidelines recommend decoupling bike parking supply from car parking supply. The reason for this is that a percentage of car parking supply is not necessarily a good measure of the number of cyclists who would be expected to travel to a particular destination, especially in densely urbanized areas or where multiple travel options exist. We recommend a land use-based

approach with location-specific measures of supply such as parking spaces per square footage of retail or percentage of transit boardings. The APBP Bicycle Parking Guide provides two groups of recommendations, one standard set and a higher level for "Urbanized or High Mode Share Areas." Because of the characteristics of Aiken County, Table 4 does not reflect the higher bicycle parking rates from the Bicycle Parking Guide.

### In-Lieu of Parking

As a complement to development of a bicycle parking ordinance, Aiken County and cities within its urbanized area may also choose to offer an "In-lieu of Parking" program. These programs allow property owners to pay fees to a general City or County Fund established for the development of bicycle support facilities, instead of installing bike parking on their facility. The money collected in this fund can then be used for the development of bicycle facilities elsewhere in the community.

### Funding Assistance

Aiken County should coordinate with ARTS to identify funding avenues on both the Federal and State level to facilitate retrofits of existing facilities to realize Complete Streets. Appendix F is a comprehensive listing of Federal funding opportunities currently available for Complete Streets implementation.



Table 6-3 : Typical Bike Parking Recommendations by Use

Use	Short-Term Bicycle Parking	Long-Term Bicycle Parking
<b>Recreational/Civic</b>		
Non-assembly cultural (library, government buildings, etc.)	1 sp./10K sq. ft. (2 min)	1 sp./10 employees (2 min)
Assembly cultural (church, theater, park, etc.)	Spaces for 2% maximum daily attendance	1 sp./20 employees (2 min)
Hospital	1 sp./20K sq. ft., (2 min.)	1 sp./20 employees or 1 sp./70K sq. ft., whichever is greater (2 min.)
<b>Schools</b>		
Kindergarten/Elementary Schools	1 sp./20 students (2 min)	1 sp./10 employees (2 min)
Jr. High/High School	1 sp./20 students (2 min)	1 sp./10 employees + 1 sp./20 students (2 min)
Colleges/Universities	1 sp./10 students (2 min)	1 sp./10 employees + 1 sp./10 students; or 1 sp./20K sq. ft., whichever is greater
<b>Residential</b>		
Single Family	No spaces required	No spaces required
<b>Multifamily Residential</b>		
With private garage for each unit	.05 sp./bedroom (2 min)	No spaces required
Without private garage for each unit	.05 sp./bedroom (2 min.)	.5 sp./bedroom (2 min)
Senior Housing	.05 sp./bedroom (2 min.)	.5 sp./bedroom (2 min)
<b>Commercial/Other</b>		
	<b>1 sp./5K sq. ft.</b>	<b>1 sp./12K sq. ft.</b>
Offices	1 sp./20K sq. ft. (2 min)	1 sp./10K sq. ft. (2 min)
Retail (furniture, appliances, hardware, etc.)	1 sp./5K sq. ft. (2 min)	1 sp./12K sq. ft. (2 min)
Retail (grocery, convenience, personal)	1 sp./2K sq. ft. (2 min)	1 sp./12K sq. ft. (2 min.)
Industrial/Manufacturing	Determined at discretion of Planning Director (Suggested 2 min)	1 sp./15K sq. ft. (2 min)
Bus terminals/stations	Spaces for 1.5% of a.m. peak period ridership	Spaces for 5% projected a.m. peak period daily ridership