



## WESTSIDE CITIES

- BEVERLY HILLS
- CULVER CITY
- LOS ANGELES
- SANTA MONICA
- WEST HOLLYWOOD
- COUNTY OF LOS ANGELES

**Date:** March 10, 2011

**To:** The Board of the Westside Cities Council of Governments

**From:** Maria Rychlicki, Executive Director

**SUBJECT:** Bicycle Safety Awareness

### Recommended Action

Approve continued development of a COG Bicycle Safety Action Plan for Board consideration at its May 19, 2011 Board meeting.

### Introduction

Concern has been expressed that, although individual member jurisdictions of the COG are working on Bicycle Master Plans and other related efforts, no regional coordination has been taking place. Bicycle infrastructure is included within the work programs of two COG committees: Transportation and Sustainability. (See Work Programs, attachment 6Aa.)

### Background

During those months when formal committee meetings are not scheduled, on an as-needed basis, staff of each of these two committees conducts staff meetings or conference-calls to work on agenda items and/or other issues related to the committees. In February, an ad hoc committee (composed of representatives from each committee) met to discuss the potential for development of a COG bicycle program.

After review of programs currently existing in each COG member jurisdiction, and discussion of successful programs in other communities, it was recommended that the issue not be defined as coordinating bicycle paths/lanes and other infrastructure across jurisdictional boundaries, or as a regional bicycle "Master Plan," as each of these would require lengthy processes that might not achieve much success. (This does not preclude development of a map of bicycle infrastructure within the COG's boundaries.)

It was recommended that the issue be defined as "Bicycle Safety Awareness", with education being the core focus. A Bicycle Safety Awareness program would build upon existing programs, such as bicycle transit centers, or developing programs, such as bicycle training "campuses." The COG member jurisdictions could have shared messaging, such as "Complete Streets," serving pedestrians, cyclists, motorcyclists, cars, trucks and transit riders.

With Board support, the ad hoc committee will continue to meet with the intention of returning to the Board at its May 20, 2011 meeting with a draft "Bicycle Safety Awareness" plan. The item would be placed on both the Transportation and Sustainability Committee agendas for April.