

## Emphasis Area: Bicycle



Like the Pedestrian emphasis area, the Bicycle emphasis area is included in the SAVE Plan to ensure progress toward the non-motorized performance measure. Improving safety for bicyclists is closely linked to other NOACA programs that promote active transportation and enhance the livability of communities, which is especially important as more travelers choose cycling as a transportation mode and communities respond to the need for safer bicycling infrastructure.

While the number of fatalities and serious injuries is fewer in comparison with other emphasis areas, the severity of bicycle crashes on a per-crash basis is considerably higher. Sustained action is needed to ensure that the historical trend toward fewer bicycle crashes continues to move toward zero.

### BICYCLE 5-YR AVERAGE TRENDS



#### Crash Trend for Bicycle Fatalities

▼ **33%**

5-Year Rolling Average from 2011 to 2017

#### Performance Measures:

Number of cycling fatalities

Number of cycling-related serious injuries

#### Targets:

Reduce the number of cycling fatalities to **zero** by 2023

2% reduction in cycling serious injuries each year between 2017 and 2023, from 40 to 35

#### Strategies:

Collect and analyze data to identify high crash locations

Support the planning and implementation of infrastructure that enhances safety of bicyclists

Support education about pedestrian safety practices

Develop and support NOACA's planning programs and other efforts that assist with transportation safety

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### Performance Measure #1: Number of cycling fatalities

**TARGET:** Reduce the number of cycling fatalities to **zero** by 2023

### Performance Measure #2: Number of cycling-related serious injuries

**TARGET:** 2% reduction in cycling serious injuries each year between 2017 and 2023, from 40 to 35

#### Strategy #1: Collect and analyze data to identify high crash locations

Action	Measure
Assist local agencies by identifying cycling crash locations through network screening	# communities assisted # locations identified
Collect data on bicycle traffic to guide project planning decisions	# locations where data is collected

#### Strategy #2: Support the planning and implementation of infrastructure that enhances safety of bicyclists

Action	Measure
Support the facilitation of Complete Street and Smart Growth policies within Cuyahoga County	# policies adopted
Support projects in the TIP that include infrastructure that enhances the safety of bicyclists	# projects included in the TIP
Promote the use of NOACA's Street Supplies program to evaluate bicycle safety treatments	# messages promoted
Support cycling safety as part of safe routes to school plan implementation	# plans implemented

#### Strategy #3: Support programs that provide education about cycling safety practices

Action	Measure
Support ODOT's Your Move campaign that encourages Share the Road principles, and other bicycle safety media campaigns	# messages promoted
Host and attend bicycle safety training workshops	# workshops hosted, attended
Update and distribute NOACA Basic Bicycle Safety education brochure	brochure updated and distributed
Support youth cycling education and encouragement programs	# programs supported
Assist with program to provide helmets, bicycle helmet fitting and HEADS UP concussion education to local schools in high-risk areas	# partnerships # materials distributed

#### Strategy #4: Develop and support NOACA planning programs and other efforts that assist with transportation safety

Action	Measure
Develop and implement a regional plan that supports Safe Routes to School (SRTS) programs	plan developed, implementation started
Support the NOACA Regional Bicycle and Pedestrian Master Plan	# meetings attended
Support NOACA Bicycle Map development, updates and distribution	# meetings attended