TO: John McDonough, City Manager

FROM: Garrin M. Coleman, P.E., Public Works Director

DATE: September 8, 2016 for Submission onto the Consent Agenda for the September 20, 2016 Meeting

ITEM: Resolution in Support of the Perimeter Community Improvement Districts (PCIDs) Bicycle Implementation Strategy

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Recommendation:
Staff recommends that Council approve a resolution to support the PCIDs Bicycle Implementation Strategy. The strategy focuses on elements needed to support a bicycle friendly community, particularly encouragement and educational investments.

Background:

The Atlanta Regional Commission (ARC) awarded a grant of $80,000 to the PCIDs in December 2012 (ARC ID# DK-410) for the FY 2014 study, Perimeter Activity Center Bicycle Implementation Strategy. The Bicycle Strategy was undertaken to expand multimodal options and transportation choices available within the Perimeter district. The Bicycle Strategy complements infrastructure recommendations from the Commuter Trails Master Plan and Livable Centers Initiative Study and identifies activities to support bicycling and create a bicycle friendly environment in Perimeter through:

- Creating bicycle advocacy, incentives, and education programs
- Developing support facilities such as wayfinding, lockers and racks, and repair stations
- Identifying potential for implementation a bicycle share program

The Bicycle Strategy was funded under the ARC Last Mile Connectivity Program, a regional program defined in Regional Transportation Plan to improve pedestrian and bicyclist mobility, accessibility and safety along transit corridors, within employment and commercial centers, and in the vicinity of other major origins and destinations.

Discussion:

PCIDs selected Sprinkle Consulting in 2013 to complete the Bicycle Implementation Strategy. Elements of the scope of work included an inventory of existing infrastructure and programs; review of municipal and state laws and code related to bicycling; coordination with the three Perimeter CID cities, Brookhaven, Dunwoody, and Sandy Springs; and outreach to Perimeter stakeholders and employers. The final Bicycle Strategy identifies specific action items to support bicycling in Perimeter and responsible parties. The Bicycle Strategy does not identify site-specific infrastructure investments such as “design and construct bicycle lanes” rather the

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focus is on complementary investments and activities that make bicycling in Perimeter inviting, safe, feasible, and friendly.

Alternatives:

The Council could elect not to support the PCID's Bicycle Implementation Strategy.

Financial Impact:

There is no direct financial impact for supporting the PCIDs Bicycle Implementation Strategy. Any financial impact would be as a result of the City of Sandy Springs' direct investment in a program to support bicycle travel such as bicycle safety training or installation of bicycle racks or storage, to name a few examples.

Attachment:

I. Resolution

PERIMETER COMMUNITY IMPROVEMENT DISTRICTS
WWW.PERIMETERCID.ORG

Bicycle Implementation Strategy

Presentation to Sandy Springs City Council
September 6, 2016

MAKING THE CONNECTION

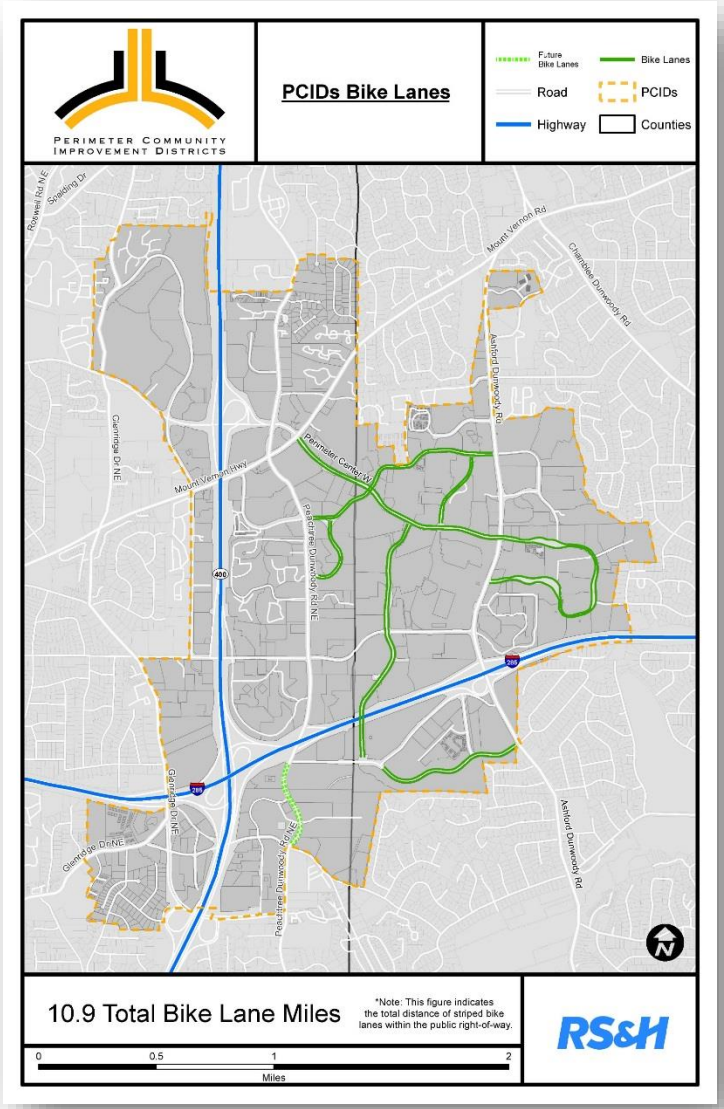
Introduction

Purpose:

- Perimeter continues to be premier office market in the region
- 10 miles of bicycle facilities in-the-ground and more miles planned
- Support last mile connectivity efforts

Relevant Market Trends:

- Preference for urban living among young professionals
- Bicycling as a lifestyle attribute
- Need for commute options and last-mile connections



MAKING THE CONNECTION

Vision

- Purpose - “To preserve Perimeter’s position as the premier office and retail market in the Southeast”
- … for safe and convenient bicycling to be a contributing attribute of Perimeter’s civic realm, sense of place and quality of life
- Bicycle infrastructure is necessary but not enough…

Strategy:
To Make PCIDs a Great Place for Bicyclist

- Developed with participation of key Perimeter stakeholders
- Implemented via collaborative partnerships with both the private and public sectors
- An important attribute of Perimeter's transformation from an edge city to an urban center
- Transforming Perimeter into a successful model for other suburban communities to emulate

MAKING THE CONNECTION

Why?

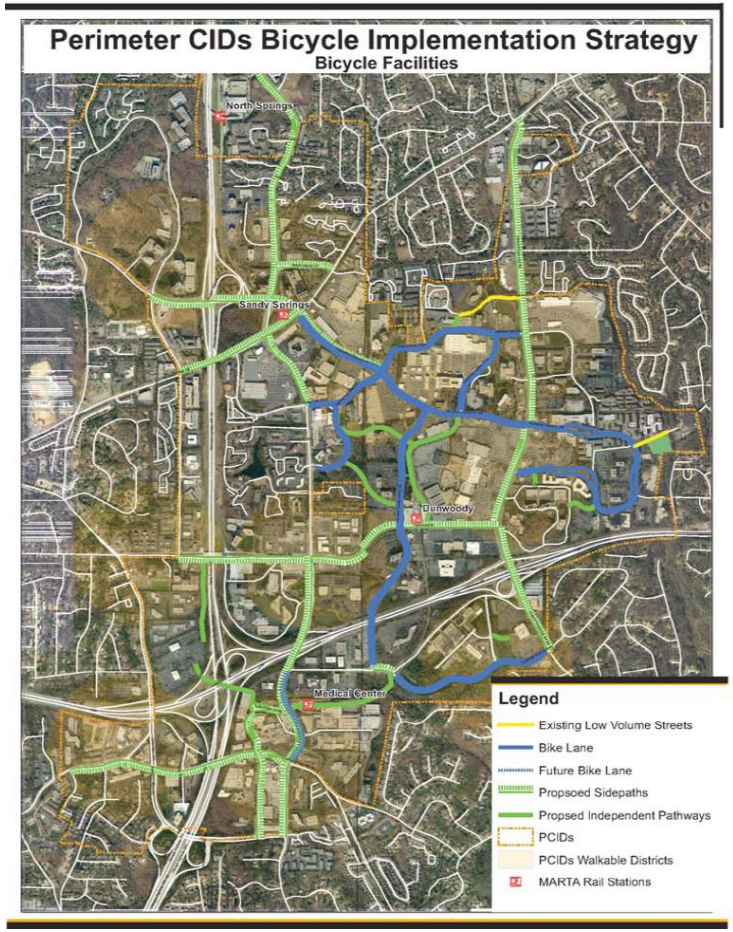
Safe and convenient opportunities for bicycling will support Perimeter's:

- Effort will garner favorable position with respect to premier market expectations
- Foster future growth
- Support Livability and Connectivity within the market

MAKING THE CONNECTION

Existing Conditions

- Bicycle infrastructure in Perimeter
- Encouragement and other programs:
  - Perimeter Connects
  - Private programs
- Bike parking within city codes



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Existing Conditions

Bike parking within city codes:

- Dunwoody – Encourages via parking credits
- Sandy Springs – Requires 1 per 20 parking spaces in Sandy Springs Overlay district (This does not apply in the PCIDs)
- Brookhaven – requires 1 per 20 in Brookhaven-Peachtree Overlay District
- PCIDs Design Standards – specifies hardware

Recommended Strategic Initiatives

Description of:

- Support facilities
- Bicycle programs
- Bike share

Implementation Matrices:

- Link initiatives to goals
- Indicate timeframes
- Identify responsible partners

Perimeter CIDs Bicycle Implementation Strategy

✔	Primary Responsibility
✓	Secondary Responsibility

	Time Frame			Responsible Parties											
				Public						Private					
	Immediate (1-2 years)	Mid (3-4 years)	Long (5+ years)	PCIDs	Perimeter Connects	Municipalities	MARTA/MARTA|GRTA	ARC	GDOT	Office Property Owners	Office Tenants/Employers	Retail Property Owners	Retail Tenants/Employers	Residential Developers	Residential Managers
Develop supporting facilities that will make bicycling more convenient to Perimeter workers, residents, and visitors															
Work with municipalities to adopt zoning and land development incentives for showering and changing facilities on private property	✔			✔		✔				✓		✓			
Work with municipalities to adopt zoning and land development incentives for short term bike parking on private property	✔			✔		✔				✓		✓		✓	
Work with municipalities to adopt uniform bicycle traffic and sidewalk rules across PCIDs	✔			✔		✔				✓		✓		✓	
Dedicate funding for and begin providing Bicycle Implementation Site Assessments for parking, showers, etc.	✔			✓	✓		✓			✔		✔			
Review needs and plan for development of bike parking in public spaces	✔			✔		✔	✔				✓		✓		✓
Devlelop Performance Standards and identify potential locations for **Perimeter Spoke•Point Pavilions**	✔			✔	✓					✔		✔		✓	
Source and implement bike repair stands convenient to Commuter Trails		✔		✓	✔					✓		✓			
Source and distribute bike repair equipment			✔	✓	✔					✔		✔			
Recruit bicycle repair and sales businesses to Perimeter			✔	✔	✓						✓	✔			✓

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Support Facilities

- Short-term bike parking
- Secure bike parking areas
- Changing areas and showers
- Wayfinding
- Bike repair stands
- Bike equipment vending machines
- Bike Stations and bike shops
- Bicycle implementation site assessments
- Perimeter Spoke-Point Pavilions:

a branded bike parking and service hub that could be custom designed to match existing architecture or based on a commercially available bike shelter

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Bicycle Programs

- Organized bike rides
- Employer incentive programs
- Brown-bag or evening bike workshops
- Perimeter's Bicycle Rider Assistance Guarantee (BRAG)
- PCID bike maps
- Safety equipment giveaways
- Media campaign
- Commute challenge/competition for employers
- Reward/discount program at local businesses
- Bike month activities
- Bike buddy program
- Bike information website
- Bicycle friendly business program

Bike Share

Overview conditions:

- Market: favorable
- Transit tie-in: favorable
- Infrastructure: growing but <u>not ready</u> to guarantee success

Example of Bike Share in Washington, DC

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Bike Share Recommendations

- Long-term steps to comprehensive bike share
- Develop private fleet bikes in conjunction with trail development

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Bicycle and Pedestrian Laws and Safety

- The strategy gives an overview of the legal status of bicyclist in Georgia
- The strategy summarizes traffic law both statewide and local
- The strategy highlights safety tips that keep bicyclist safe

Public Outreach

- 10/28/14: Business Forum
- 1/14/15: Large Stakeholder Working Group (goals and objectives) (Lane Frostbaum, Joe Seconder, Auto Trader, Cox, State Farm, URS, Dunwoody Convention and Visitors Bureau, CoSS, Dunwoody, ARC, GDOT.)
- 4/9/15: Small Working Group (Draft initiatives, revised/refined) (Lane Frostbaum, Steve Foote, Consultants, PCIDs
- 4/28/15: Small Working Group (Draft initiatives, revised/refined) (Lane Frostbaum, Steve Foote, Consultants, PCIDs)
- 6/3/15: Small Working Group plus Perimeter Connects (Document outline)
- 8/27/15: PCIDs CEO
- 10/20/15: Agency Partners: Cities, ARC, GDOT, Perimeter Connects
- March 2016- Individual “roadshow” Meetings with Hines, Auto Trader, State Farm

Letter of Support from PCIDs Municipalities

- Consider options to encourage and support bicycle friendly development.
- Use this document as a resource for:
  - Incremental goals to implementation when making zoning and code updates
  - Working with developers on site plans
  - Potential bicycle support facilities and project planning

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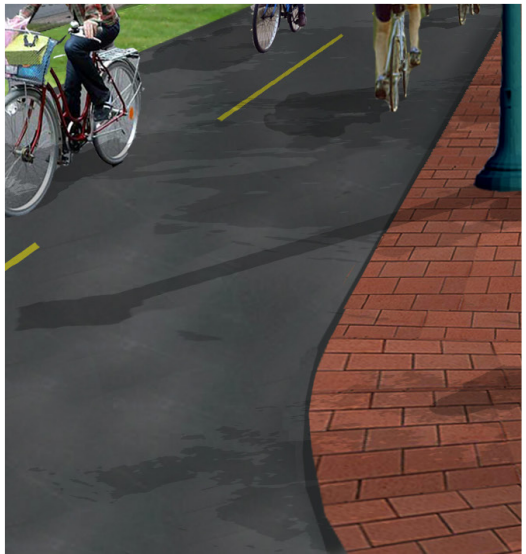
PERIMETER COMMUNITY IMPROVEMENT DISTRICTS

bicycle implementation strategy



prepared by

Sprinkle CONSULTING
Active Transportation Planners+Engineers

PERIMETER COMMUNITY IMPROVEMENT DISTRICTS

bicycle implementation strategy Prepared by: Sprinkle Consulting, Inc., Atlanta, Georgia 30326, phone: (888) 462-3514.

Assisted by Alta Planning + Design and Kennedy Engineering and Associates Group

Acknowledgements:

Georgia Department of Transportation

Atlanta Regional Commission

City of Dunwoody, Georgia

City of Sandy Springs, Georgia

City of Brookhaven, Georgia

Cover: Photo credit (left): www.pedbikeimages.org/AdamDarin

bicycle implementation strategy

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EXECUTIVE SUMMARY

This document identifies steps to be taken by Perimeter CIDs, its members, local municipalities, and other private and public partners to continue the transformation of Perimeter into an urban center where workers, residents, and visitors alike find a variety of transportation options and the amenities that mark a leading 21st century premier office, retail, and lifestyle center. Bicycling will contribute to this transformation as a viable option for personal transportation—both as a mode unto itself and an essential way to connect regional transit to individual workplaces and residences.

Perimeter CIDs have established a vision for this transformation with Livable Centers Initiatives Plans in 2000, 2005, and 2010, and the development of a Commuter Trail System Master Plan in 2012. Significant investments have been made in premium pedestrian and on-street bicycle facilities, and several of the multi-use pathway corridors identified in the Master Plan are in the preliminary stages of development as of Summer 2015.

This Bicycle Implementation Strategy continues the transformation by identifying initiatives that will help educate and encourage Perimeter workers and residents about the increasing opportunities for safe bicycling that are accompanying PCIDs infrastructure investments. In conjunction, it promotes the development of support facilities such as bicycle parking, showering and changing facilities, and shared bicycles that will help make bicycling an easy and practical option for a larger cohort of people around Perimeter.

Key Perimeter area stakeholders were engaged throughout this project's development, including local office and retail property owners and major

employers, as well as the Georgia Department of Transportation, the Atlanta Regional Commission, and the cities of Dunwoody, Sandy Springs, and Brookhaven. Stakeholders participated in several forums on the preliminary, draft, and final recommended strategic initiatives. These key stakeholders, including Hines (office owners and operators), Autotrader, and State Farm, responded enthusiastically to the recommended initiatives and are eager to implement several, including Bicycle Implementation Site Assessments for their properties. The municipal representatives are equally supportive and are eager for PCIDs to finalize the strategy and begin implementing the recommended initiatives.

Section 1 of this document introduces the effort by describing Perimeter's recent history of consciously transforming into a 21st century urban center via various planning initiatives and infrastructure investments. Section 1 also describes the market dynamics found across the United States that indicate that multi-modal urban centers are the most competitive and desirable markets for the office, retail, and residential sectors , and how being "bicycle friendly" provides an important competitive edge that should not be ignored.

Section 2 describes the Vision and Goals for the Bicycle Implementation Strategy, which are explicitly tied to the already-adopted vision and goals of the established Livable Centers Initiative plans that have been developed with the involvement of local stakeholders and adopted by local municipalities. The Vision of this Bicycle Implementation Strategy project is for safe and convenient bicycling to be a contributing attribute of Perimeter's civic realm, sense of place, and quality of life. Individual goals specify how safe and convenient bicycling will contribute to maintaining Perimeter's position as a premier market, promote future growth, foster livability, support connectivity, and engage key stakeholders.

Section 3 describes existing infrastructure and support for bicycling in Perimeter. Perimeter now has over 10 miles of on-street bicycle facilities, and the Commuter Trails Master Plan proposes a network of over 15 additional miles of on-street facilities and pathways. Perimeter Connects, the newly formed transportation management agency (TMA), is already promoting bicycling as a commute option, in conjunction with efforts by GDOT and the Atlanta Regional Commission. Several existing bicycle commuters have shared their stories of why they choose bicycling, what their employers—including State Farm and Cox Communications—are doing to support them in this choice, and why they believe doing so is good for business.

PERIMETER QUICK POINTS

Within these boxes, you will read recommendations for specific applications of strategic initiatives that are particularly appropriate to Perimeter's distinctive mix of premier office, retail, residential developments and the ways in which bicycling will help maintain Perimeter's leading position in those markets for years to come.

Section 4 describes three general categories of initiatives that will facilitate more bicycling in Perimeter's future: support facilities, programs, and bike share. Support facilities are physical changes that can be made on site to make bicycling attractive and convenient, including space for bicycle parking, areas for employees to change from bicycling garb to office attire, and ways to facilitate minor repairs so that bicyclists may continue riding day after day. Programs are outlined to educate new bicyclists about the increasing ease of bicycling in Perimeter, encourage safety, and motivate their continued activity. Finally, bike share is discussed, including the conditions under which a comprehensive commercial bike share program may be viable for development in Perimeter.

Highlights of Support Facility Recommendations include:

- Local municipalities to provide incentives for Perimeter property and business owners to develop bike parking, employee showers and changing areas on their property and to increase bike parking on public property;
- Perimeter CIDs to fund Bicycle Implementation Site Assessments to help PCID members make their properties bicycle friendly in accordance with market expectations;
- Perimeter CIDs to plan and promote a branded network of bicycle parking and service nodes (ie. Perimeter Spoke•Point Pavilions); and
- Perimeter Connects and Perimeter CIDs to work with Perimeter properties and businesses to increase availability of bicycle supplies and services throughout Perimeter.

Highlights of Program Recommendations include:

- Perimeter CIDs to develop a bike information website in cooperation with Perimeter Connects;
- Perimeter Connects to promote bicycling in Perimeter through various media campaigns and a PCIDs bike map;
- Perimeter Connects to organize encouragement activities (and support parallel private initiatives) such as commuter challenges, Bike Month activities, employer incentives, equipment giveaways, customer reward programs, "bike-buddy" mentoring, and organized bike rides;
- Perimeter Connects to organize a Bicycle Friendly Business/ Business District designation campaign; and
- Perimeter CIDs to organize Bicycle Rider Assistance program with the cooperation of business and property owners.

Highlights of Bike Share recommendations include:

- Municipalities to provide incentives for bike share stations on private property;
- Perimeter connects to identify and assist private partners to implement fleet bike programs as bicycle infrastructure comes online
- Perimeter CIDs to identify a business model and select a vendor for a commercial bike share program as Commuter Trails Network is implemented.

Perimeter Spoke•Point Pavilion is a branded bike parking and service hub that could be custom designed or based on a commercially available bike shelter such as the one shown here.

Section 5 describes the specific steps Perimeter's municipalities should undertake to assist in the growth of bicycling as a commute option and lifestyle amenity in the area. These steps include formal acceptance of Perimeter's bicycle related planning documents, development of incentives within land development regulations that will encourage private sector investment in bicycle support facilities on site, and development of uniform traffic regulations governing the operation of bicycles on streets, pathways, and sidewalks throughout Perimeter.

Finally, appendices include a matrix illustrating how the recommended initiatives of Section 3 support the goals described in Section 2, and bicycle safety tips that can be used within several of the media and education programs proposed in Section 3.

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SECTION 1: INTRODUCTION

Project Purpose

This *Bicycle Implementation Strategy* is part of an overall strategy to preserve Perimeter's position as the premier office and retail market in the Southeast, while also integrating amenities that will contribute to the quality of life enjoyed by its increasing number of residents, thus achieving status as a true LIVE|WORK|SHOP|PLAY center. Bicycling is an integral part of an emerging lifestyle favored by young and old alike, towards greater flexibility in commute options and active recreation amenities convenient to both work and residential environments.

Perimeter Community Improvement Districts (PCIDs) have been working on behalf of property owners, businesses, workers, and residents for over 15 years to keep Perimeter positioned as a desirable place to live, work, shop, and play. PCIDs' investments in transportation include an emphasis on bicycle and pedestrian projects including 35 miles of additional sidewalks and nearly 11 miles of new bike lanes already on the ground. The *Commuter Trails Master Plan* envisions a network of over 15 miles of pathways, both adjacent to roadways and independently developed between and through office campuses and retail centers. These pathways and bike lanes will facilitate bicycle travel around Perimeter, making MARTA a more realistic travel option for some commuters, extending the convenient range of lunchtime shopping and dining trips for Perimeter workers, and will provide a welcome recreational amenity and opportunity for physical activity that will increase the quality of life (and productivity) of Perimeter workers and residents alike.

Rendering of an informational kiosk situated along Perimeter's CIDs commuter trail system.

Context

This strategy is consistent with the adopted plans for Perimeter developed by PCIDs and its partner municipalities of Dunwoody, Sandy Springs, and Brookhaven. Much of the vision for what Perimeter is becoming was established in successive Livable Centers Initiatives plans, funded by the Atlanta Regional Commission, first developed in 2000 as Perimeter Focus, updated in 2005, and again updated in 2010 as *Perimeter @ the Center—Future Focus.* These studies, plans, and other initiatives have been developed in cooperation with key stakeholders and adopted by the municipalities. The vision of this *Bicycle Implementation Strategy* is directly drawn from the vision articulated in *Perimeter @ the Center—Future Focus*. The objectives benchmark tangible initiatives beyond the construction of infrastructure that will help integrate bicycling as a successful component of a market area that exceeds the expectations of residents, businesses, workers, and others who choose Perimeter as a place to live, work, shop, or play.

Market Trends

Several established and documented trends point to bicycling—both as a recreational activity and a transportation option—as being an important component of a

competitive market for office, retail, and residential development in the 21st century, these include a preference for urban environments among professional workers, an increased interest in many types of physical activity-including a specific growing affinity for bicycling- and broader interest in transportation options beyond the single occupancy automobile. PCIDs must stay ahead of these trends to remain competitive across all market sectors.

First, at a nationwide trend level, young professionals are spurning the suburban lifestyle for more urban settings to work and live. For example, in the past fifteen years, the number of young professionals choosing to live in urbanized business and central city districts, versus suburban "office parks" has surged nearly 40 percent ["Where Young College Graduates Are Choosing To Live" by Claire Cain Miller, New York Times, Oct. 20, 2014]. Secondly, the Atlanta market, while historically competitive, is now lagging in the national market for young professional talent. For example "Some cities are attracting young talent while their overall population falls, like Pittsburgh and New Orleans. However, in a reversal, others that used to be magnets, like Atlanta and Charlotte, are struggling to attract them..." [Ibid]. The metro areas that are gaining market share are the ones that have embarked upon significant redevelopment to meet the new work-lifestyle preferences and the premium that this talent cohort places on social interaction and connections.

> "It's about talent attraction and business attraction, and you need to know the trends…so when you look at what young people are looking for, when you look at businesses who want to hire those people, you have to create that kind of place…"
>
> Indianapolis Mayor Greg Ballard

Bicycling is an important aspect of the lifestyle desired by new generation of talented professional employees that businesses are seeking to attract (and retain over time); the office space those businesses occupy must be situated in an environment where it is a visible component of everyday life. Cities and business districts are in a race to provide both the infrastructure and programs. For example, Indianapolis, Indiana, has invested significantly in bicycle infrastructure in recent years, including $70M for its signature urban Cultural Trail, resulting in a network similar to that envisioned in Perimeter's Commuter Trails Master Plan. Indianapolis Mayor Greg Ballard has touted this investment as a key component in the city's recent marked increase in economic growth.

Bicycling plays a part in providing affordable commute options for all workers, especially in conjunction with transit services such as MARTA rail. This practical benefit is desired by professional office workers and lower-wage service and retail workers alike. Bicycling opportunities are also a marketable amenity to new residents who are seeking a more urban lifestyle experience or are seeking to reduce the time spent commuting.

In summary, there are a number of significant benefits that a carefully-created Bicycle Implementation Strategy brings:

- Talented workforce recruiting advantage;
- Employees' commute options, mobility freedom, and increased disposable income;
- Enhanced employee's health, fitness, and work productivity;
- Quality lifestyles and enhanced demand for office, commercial, and residential space;
- High occupancy, premium rent, and property values; and
- Emergent regional distinction of PCIDs as the premier lifestyle business district.

The following sections outline the strategy of achieving these competitive advantages for PCIDs members.

SECTION 2: GOALS AND OBJECTIVES

The Vision and Goals for this *Bicycle Implementation Strategy* are not established independently or for the sake of bicycling as an intrinsically worthwhile activity, but rather they are intended to be supportive of a broader vision for Perimeter that has been previously accepted among PCIDs membership and constituent municipalities, via the planning processes which led to Perimeter's Livable Centers Initiatives plans in 2000, 2005, and 2010.

The Vision and Goals expressed in the Perimeter's 2010 LCI update, *Perimeter @ The Center - Future Focus*, were developed in cooperation with the key stakeholders and were approved by the Cities of Sandy Springs and Dunwoody, and were in effect when the City of Brookhaven was incorporated. They represent a consensus vision of Perimeter's future which this Bicycle Implementation Strategy was conceived to advance. (For reference, the text of the LCI Vision and Goals are excerpted in the text box following the Vision and Goals for this Bicycle Implementation Strategy.)

The Vision and Goals described here will be achieved by meeting specific objectives, namely through the timely implementation of the many strategic initiatives described in Section 4 of this document according to the timeframes indicated on the implementation matrices also found in Section 4. Separate matrices found in Appendix A illustrate which goals are served by the various recommended initiatives.

Vision

The Vision of this Bicycle Implementation Strategy project is for safe and convenient bicycling to be a contributing attribute of Perimeter's civic realm, sense of place, and quality of life. Safe and convenient opportunities for bicycling will contribute to Perimeter's ability to attract residents, businesses, and institutions, and will be

an indicator of Perimeter's urban livable character and economic, social, and environmental sustainability.

To advance this vision, specific **Goals** have been identified, which will likewise support the overall goals for Perimeter's future as identified in the 2011 LCI Update, namely:

- Safe and convenient opportunities for bicycling will support Perimeter's favorable position with respect to **premier market** expectations in the residential, office, and retail sectors, by providing transportation choices and lifestyle amenities that are increasingly important to help attract and retain investments, workers, and residents alike.
- Safe and convenient opportunities for bicycling will support perimeter's **future growth** by:
  - offering amenities and transportation choices essential to increasing the desirability of Perimeter as a residential community, thus supporting a sustainable mix of land uses;
  - offering a transportation option to support sustainable growth management;
  - and supporting the viability of Transit Villages by providing connectivity between MARTA stations and surrounding residences and businesses, as well as internal mobility for Transit Villages
- Safe and convenient opportunities for bicycling will support Perimeter's **livability** by:
  - complementing Perimeter's increasing walkability;
  - contributing to Perimeter's sense of place;
  - providing a sustainable mobility option;
  - facilitating access to enhance the experience of green Infrastructure; and
  - providing access to cultural and recreational facilities and serve as a recreational activity itself.
- Safe and convenient opportunities for bicycling will support Perimeter's **connectivity** by:
  - integrating with walking, shuttle, and transit to create a well connected network of multi-modal options to and between various uses, nodes, and neighborhoods;
  - connecting greenways, parks ,and open space systems that enhance the natural terrain;
  - providing access to Perimeter's waterways, lakes, and ponds;
  - providing an option for easy and convenient access to transit;
  - providing an option to help reduce roadway demand; and
  - serving as one option within a network of 'complete streets.
- PCIDs will develop safe and convenient opportunities for bicycling, and develop initiatives to encourage bicycling with the active **participation of key Perimeter stakeholders**, and will implement projects and programs only after they have gained **stakeholder support**.
- PCIDs will implement the vision for safe and convenient opportunities for bicycling, including initiatives to encourage bicycling, by facilitating collaborative partnerships with both the private and public sectors.

- The implementation of safe and convenient opportunities for bicycling will be an important attribute of Perimeter's transformation from an edge city to an urban center.
- Developing safe and convenient opportunities for bicycling, and developing initiatives to encourage bicycling will be two important ways in which Perimeter will be a successful model for other suburban communities to emulate.

Vision and Goals from Perimeter @ The Center - Future Focus (2010)

To transform Perimeter from suburban character to urban character with well articulated civic realm, amenities and facilities that provide a greater sense of place and create a thriving active high quality of life and place that attracts diverse groups of people, corporations, businesses and institutions and makes Perimeter the first choice in metro Atlanta and the Southeast. The evolution from a suburban edge city to a premier urban livable center that ensures long term economic, social and environmental sustainability of Perimeter.

Goals

Perimeter to be a premier market in the Southeast

- *to be the first choice for companies to locate and grow*
- *to retain existing businesses and attract new quality businesses for long term economic sustainability*
- *to be a diverse market that caters to different market sectors*
- *to offer diverse choices and opportunities for residents, visitors and companies*

Future Growth

- *appropriate land use and mix of uses*
- *sustainable growth management*
- *to integrate transit station area improvements at MARTA stations*

Livability Enhancements

- *enhance walkable and pedestrian friendly environments*
- *create a strong sense of place*
- *to be a sustainable community – mobility and livability integrated with green infrastructure*
- *offer cultural and recreational facilities and activities*
- *civic realm with way finding and art works*

Connectivity

- *to create well connected – pedestrian, bike, shuttle, transit modes to and between various uses, nodes, and neighborhoods*
- *to create well connected greenways, parks and open space systems that enhance the natural terrain*
- *to integrate waterways, lakes, and ponds which are green assets to be used and leveraged*
- *easy and convenient access to transit*
- *reduce transportation demand*
- *enable appropriate 'complete streets'*

Stakeholder participation and support

Collaborative partnerships with private and public sectors to implement the vision

Retrofit the regional center to an urban center

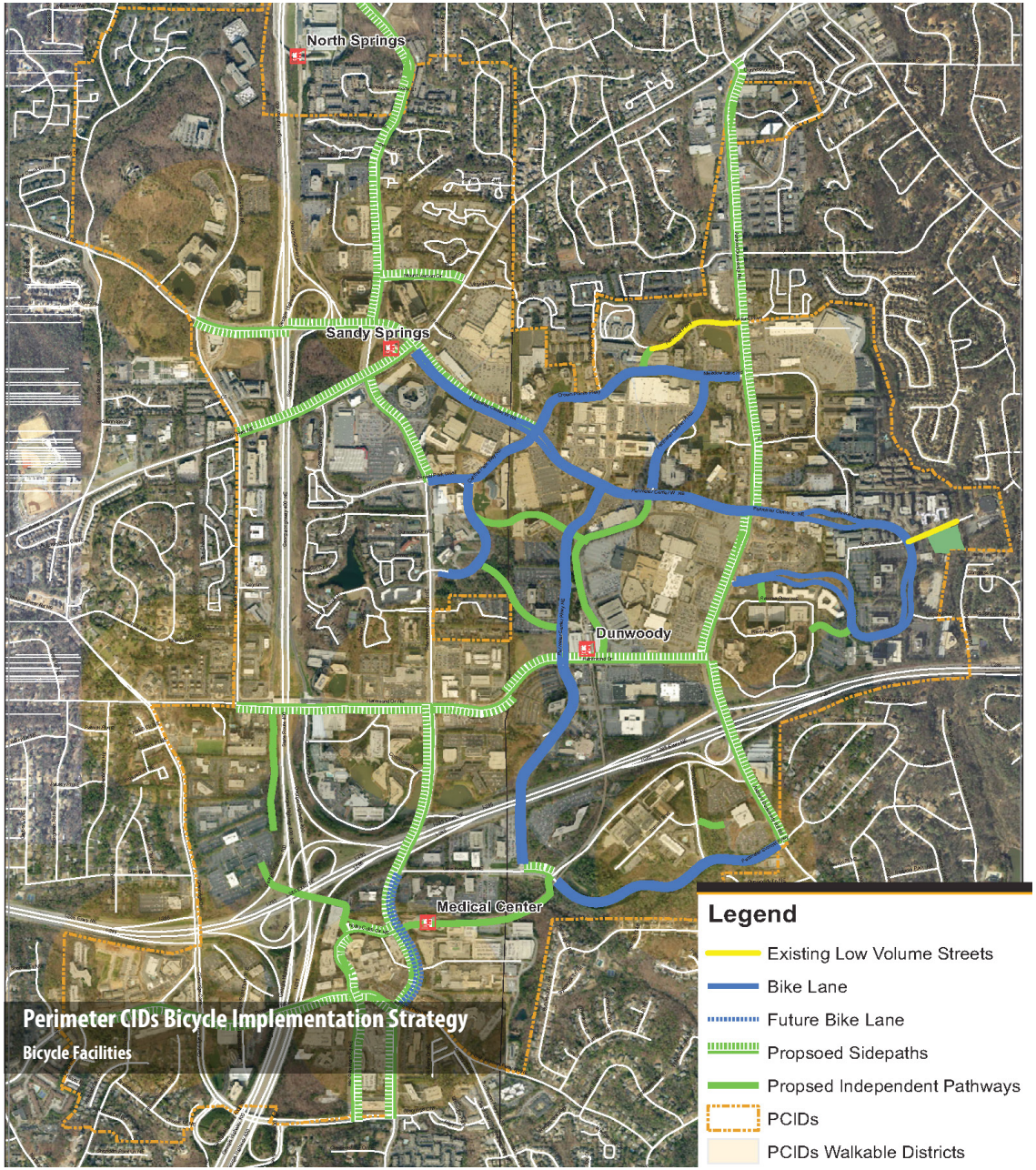
To be a successful model for other suburban communities to emulate

SECTION 3: EXISTING CONDITIONS

Bicycle Infrastructure in Perimeter

PCIDs and its partner agencies have made significant investment in bicycle infrastructure in recent years. As of early 2015, there are over 10 miles of bike lanes throughout Perimeter, including facilities on major thoroughfares such as Perimeter Center East and Perimeter Center Parkway. Buffered bike lanes, which offer more separation from vehicle traffic than ordinary bike lanes have also been installed as the result of lane reductions on several formerly four-lane roads such as Perimeter Center East and Perimeter Center Place. Bike lanes and other accommodations to bicycling have become standard elements of new or reconstructed roadways, such as Perimeter Center Parkway (which has bike lanes) and the Perimeter Center Parkway overpass that crosses I-285 (bike lanes and very wide sidewalks that function as pathways.)

PCIDs' *Commuter Trails Master Plan* identified over 15 miles of potential commuter pathways, both adjacent to roads and independently developed through or between developed parcels.



As of June 2015, PCIDs has secured funding for concept development and preliminary design for several of these pathways and is in the process of securing agreements with the owners of impacted parcels for easements that will allow these pathways to be constructed.

Given the high traffic volumes that characterize many Perimeter area roadways, bicycling here can be a challenging experience for many people. Still, some commuters and dedicated recreational bicyclists are already out there on the roads. The addition of bike lanes will make things more comfortable for them and also draw out some new bicyclists. But it is expected that the implementation of the Commuter Trails System will allow many more people who are not comfortable riding in the roadway to explore bicycling as an aspect of their commute or an opportunity for much-needed physical activity. The initiatives identified in this *Bicycle Implementation Strategy* will help educate Perimeter area workers, residents, and visitors about how to safely enjoy the opportunities that the new infrastructure will allow.

Dan Harris, Bike commuter
Verizon Telematics

Encouragement and Other Programs

Perimeter Connects: As part of an overall strategy to help promote transportation options for Perimeter businesses and their employees, Perimeter CIDs organized a Transportation Management Agency (TMA) in early 2015 called Perimeter Connects, a one-stop transportation-and-transit planning shop for small and large employers located within the central perimeter.

Made possible by a grant from the Atlanta Regional Commission (ARC), Perimeter Connects assists Perimeter area businesses such as Cox Communications, UPS, Newell-Rubbermaid, State Farm, Emory/ St. Joseph's, Northside Hospital, and others identify commute options other than single-occupancy vehicles for their employees. Perimeter Connects links Perimeter Area workers with subsidized and bulk-discounted MARTA Breeze passes; car, van pools, and shuttle organization; alternative pedestrian commute options; as well as flex-work day and telecommuting programs. Perimeter Connects will also be a key resource and implementer of the initiatives identified in this *Bicycle Implementation Strategy*.

Private Programs: Many Perimeter area workers and residents are already commuting via bicycle, including some with the assistance and encouragement of their employers. Some of these ride daily and are very committed to a regular routine. The initiatives outlined in this Bicycle Implementation Strategy will help many more people discover the opportunities and benefits that bicycling provides—to their health, to their business's success, and to their property's value, even if they only bike for a short distance one or two times a week. Bicyclists who work at Perimeter companies, Verizon Telematics, Cox Communications, and Auto Trader, have shared some of their experience and motivations for bicycling and how their companies support them. These stories are found in the text boxes on the following pages.

Verizon Telematics: "Why don't people dump the car and ride the bike? It's so easy!" says bike commuter Dan Harris, a Senior Analyst at Verizon Telematics. Dan rides five miles from his home in Chamblee to his Perimeter Summit office, located near the intersection of Ashford Dunwoody Road and I-285. Last year, his company won the Atlanta Bike Challenge, due largely to his enthusiastic support and promotion affects.

"I hung posters in the break rooms and elevators, sent daily email remind[er]s encouraging people to try it." The company also sponsored a team building event where they brought in bikes for employees to ride around the campus, with Dan leading all of the rides. "It was better received than I ever thought it would be. We had people in line, waiting to ride."

The Perimeter Summit building offers a shower for bike commuters to use, and a safe storage area to keep their bikes. "I noticed the building was equipped for biking. I figured I needed to exercise, why not bike to work?" Dan says that it does take some advance planning to use his bike for traveling to the office. "I have to schedule my time, get up early, and make sure I have gear with me to repair a flat." However, Dan says the benefits far outweigh the challenges. "I kill multiple birds with one stone.

I get my exercise in. And it benefits me at work because I feel energized, not lethargic."

Dan, who recently turned 50 years old, considers himself a "practical" bike rider, using his bike to run errands and pick up groceries. He rides a Schwinn hybrid bike outfitted with saddlebags and cargo rack.

Lauren Ruiz, Bike commuter
Cox Communications

Cox Communications: Every day, Lauren Ruiz, a Vendor Manager at Cox Communications, joins thousands of other commuters trying to make their way through the congested morning rush hour to get to her office in the Perimeter area. But Lauren is not your average commuter. She bicycles the six and a half hilly miles from her Dunwoody home to her Lake Hearn office. "In the morning, it takes me about 28 minutes to bike to work, the same as driving. Coming home takes the same amount of time by bike, but by car it's an hour and 15 minute commute. It is so frustrating idling in traffic. I'd rather be on my bike."

Lauren uses the gym in her office building to shower after her ride. "The locker room is stocked with shampoos and towels, and I have a locker. It's easy." The building also has bike racks in the secure parking deck. "Cox Communications is big about being green. They promote cycling, carpooling and transit." This year, Lauren will ride in the Bike MS event, which is sponsored by Cox Enterprises.

Lauren considers herself an avid cyclist who used to ride 200 miles a week. She has not let bad knees, including a knee replacement, slow her down much. For her commute she uses an e-bike, a bicycle with an electric motor that supplements the pedal power. "It helps flatten hills into inclines" which makes the commute more manageable. This confident city cyclist has also become an advocate for better bike infrastructure. "I give the commuter perspective, which can be different from recreation riders." Lauren says the best thing about commuting by bicycle is that it's empowering. "I can say, I got here by [my] own two legs. That's pretty powerful."

Auto Trader: Riding a bike is not only a form of transportation, but also great exercise. The cyclists employed at AutoTrader fully embrace the health benefits of being on two wheels. An active group of six riders meet several times a week at the company's headquarters in Perimeter Summit to train for races. They bring their bicycles and cycle through the Perimeter area, or use the spin cycles in the gym to work out. Having a fitness facility on site, and providing bike racks and a bike storage room, contribute to the bike friendly feeling atmosphere cultivated at AutoTrader and its parent company, Cox Communications. "We see this as being part of a total health program that contributes to our overall business success," says David Spotts, Director of Facilities and Corporate Services. A few cyclists use their bike to commute to work, and Spotts has been instrumental in promoting other types of commuting alternatives, including discounted transit passes and preferred parking spaces for carpoolers.

Bike parking already exists near some restaurants, shops, and offices within Perimeter, such as this small wave rack in front of da Via.

Bike Parking

As of June 2015, there is not a unified approach to the provision of bicycle parking within Perimeter. Perimeter CIDs, Dunwoody, Sandy Springs and Brookhaven each have policies or codes in place pertaining to bicycle parking, but they are not consistent in either their expectations or their mechanisms. The details of PCIDs' and each city's current bike parking policies and codes, and recommendations for how they can be made more uniform, are described in Section 6 of this Bicycle Implementation Strategy.

SECTION 4: RECOMMENDED STRATEGIC INITIATIVES

INTRODUCTION

There are three general types of strategic initiatives recommended, and each is comprised of multiple initiatives. The general categories are support facilities, bicycle programs, and bike share. **Support facilities** are tangible infrastructure beyond roadways and pathways that will make bicycling a more convenient option, by providing places to park, places to change into or out of bicycling attire, and places to maintain or repair bicycles. **Bicycle programs** are efforts that will educate and encourage potential bicyclists. **Bike share** will provide access to bicycles for those who do not have a personal bicycle available to them at any given time.

The subsections below provide a variety of information about the individual initiatives, including:

- A detailed description of the subject initiative;
- Descriptions of the benefits each initiative will provide—not only to individual bicyclists, but to Perimeter businesses and the overall marketplace;
- Identification of who are the potential implementers—across all sectors;
- A preliminary estimate of the cost of the initiative; and
- Links and resources for more information and guidance for implementation.

RESPONSIBLE PARTNERS

Implementation of these initiatives will not be the exclusive responsibility of PCIDs, but rather a collaborative effort across all the partners that have made Perimeter the dynamic marketplace it is today and who will be invested in its future success.

Private Partners

Meeting the needs of workers in Perimeter offices is certainly central to any effort to keep Perimeter the premier office market in the country, and this strategy identifies ways in which property-owning employers and both the owners and tenants of leased office spaces can contribute to making Perimeter the urban-style, bike friendly work environment that talented workers increasingly expect. Bicycling is part of an in-town, active lifestyle that new generations of workers are seeking when they make decisions about where to live and where to work. A competitive job market must be consistent with this lifestyle.

Perimeter's retail sector will also have a role to play, as bicycling can provide a crucial lower-cost commute option (especially when paired with transit) for retail and service workers, and will also facilitate increased commercial exchange with consumers who work in Perimeter offices. Perimeter's retail businesses can serve their employees' and their customers' needs in multiple ways as described in the individual initiatives that follow.

Perimeter's growing residential sector will also benefit from and contribute to the future that these initiatives will bring about. Proximity to work and shopping are key features that make living within Perimeter increasingly marketable to contemporary consumers. By promoting Perimeter's bike friendly character and providing support facilities that are well integrated with the rest of Perimeter, residential developers and managers will position their properties to remain desirable in the years to come.

Employees and residents of Perimeter can support all of these strategies by working with their employer-based programs and by championing support of a more bicycle-friendly Perimeter with their employers, property managers, and public agencies.

PERIMETER QUICK POINTS

Within these boxes, you will read recommendations for specific applications of strategic initiatives that are particularly appropriate to Perimeter's distinctive mix of premier office, retail, residential developments and the ways in which bicycling will help maintain Perimeter's leading position in those markets for years to come.

Public Partners

While this implementation plan has been developed by PCIDs, and it will remain the point agency on shepherding these initiatives through to implementation, other public agencies partners will be primary in developing and implementing specific initiatives.

Perimeter CIDs will of course be centrally involved in outreach to specific property owners whose cooperation is critical to the success of the overall strategy, and will also take the initiative on securing funding and cooperation for support facilities that require more significant capital investment and which directly serve the overall goals of this implementation strategy. PCIDs may also secure funding to assist its membership with developing their individual on-site programs and other initiatives.

Perimeter Connects, the newly formed transportation management agency (TMA), will take a lead in helping Perimeter area businesses identify and enact those programs that best serve their customers' and employees' needs. The Perimeter Business Alliance will also be key to working with tenant businesses to determine which initiatives are most appropriate in their particular leased space and for their employees.

Transit agencies such as MARTA and GRTA will be asked to help coordinate their services and their property with those initiatives that will enhance bicycling as a means of starting or finishing a trip that is primarily made via transit.

GDOT and ARC will help coordinate these Perimeter initiatives with broader efforts to encourage bicycling across Metro Atlanta and Georgia, and will be petitioned for funding support for initiatives that are beyond the scope of private action and which support their work towards providing multimodal options as part of integrated regional and statewide transportation systems.

Beyond helping to strategically install support facilities such as bike parking and bike repair facilities within public spaces to complement similar facilities on private property, the municipalities of Dunwoody, Sandy Springs, and Brookhaven can help incentivize private action towards many of the initiatives with changes in their municipal codes and by committing to the long-term maintenance of the Perimeter Commuter Trails System, so that the pathways are continually experienced as premium amenity features that make the perimeter market distinctive. The specific municipal code incentives that will help facilitate private landowners' participation are discussed in the Section 6.

Stakeholder and Municipal Engagement

Key Perimeter area stakeholders were engaged at several points during the development of this bicycle implementation strategy. Many Perimeter property owners,

property managers, and employers were invited to a business forum event in October 2014, where retail and office property experts discussed the market trends that favor areas where bicycling is well accommodated. Representatives of many of these stakeholders as well as the Georgia Department of Transportation, the Atlanta Regional Commission, and the cities of Dunwoody, Sandy Springs, and Brookhaven participated in several forums on the draft strategic initiatives in early 2015.

In March 2016, final recommendations were presented to major public and private stakeholders, including Autotrader, Hines Development Corp., State Farm, and Perimeter's municipalities. These stakeholders responded enthusiastically to the recommended initiatives and were eager to implement several, including Bicycle Implementation Site Assessments for their properties. The municipal representatives were likewise enthusiastic in their support for PCIDs to finalize the strategy and begin implementing recommended initiatives.

SUPPORT FACILITIES

Overview

Bicycle support facilities make biking a more convenient choice for a trip to, from, or within PCIDs. They also make bike riding more visible and provide more space to secure one's bicycle at the end of a trip.

Based on feedback from PCIDs staff and stakeholders, specific support facilities have been identified that, when implemented, can encourage more people to bike for travel and recreation in PCIDs. These include:

- Short-Term Bike Parking;
- Secure Bike Parking Areas;
- Changing Areas and Showers;
- Wayfinding;
- Bike Repair Stands;
- Equipment Availability and Supportive Retail;
- Perimeter Spoke•Point Pavilions;
- Bike Stations and Bike Shops; and
- Bicycle Implementation Site Assessments.

Secure Bike Parking Areas

Wayfinding

Short-term Bike Parking

✔	Primary Responsibility
✓	Secondary Responsibility

	Time Frame			Responsible Parties											
				Public						Private					
	Immediate (1-2 years)	Mid (3-4 years)	Long (5+ years)	PCIDs	Perimeter Connects	Muncipalities	MARTA/MARTA | GRTA	ARC	GDOT	Office Property Owners	Office Tenants/Employers	Retail Property Owners	Retail Tenants/Employers	Residential Developers	Residential Managers
Develop supporting facilities that will make bicycling more convenient to Perimeter workers, residents, and visitors															
Work with municipalities to adopt zoning and land development incentives for showering and changing facilities on private property	✔			✔		✔				✓		✓			
Work with municipalities to adopt zoning and land development incentives for short term bike parking on private property	✔			✔		✔				✓		✓		✓	
Work with municipalities to adopt uniform bicycle traffic and sidewalk rules across PCIDs	✔			✔		✔				✓		✓		✓	
Dedicate funding for and begin providing Bicycle Implementation Site Assessments for parking, showers, etc.	✔			✓	✓		✓			✔		✔			
Review needs and plan for development of bike parking in public spaces	✔			✔		✔	✔				✓		✓		✓
Devlelop Performance Standards and identify potential locations for **Perimeter Spoke•Point Pavilions**	✔			✔	✓					✔		✔		✓	
Source and implement bike repair stands convenient to Commuter Trails		✔		✓	✔					✓		✓			
Source and distribute bike repair equipment			✔	✓	✔					✔		✔			
Recruit bicycle repair and sales businesses to Perimeter			✔	✔	✓						✓	✔			✓

SHORT-TERM BIKE PARKING

Description and Benefits

Bike parking provides convenient and secure storage space for employees, customers, and other visitors. Bike parking should be advantageously located and provide an appropriate level of security for the setting and application.

Key Details

Short-term bike parking is intended for visits of less than two hours, and is typically accommodated using simple, low-cost racks.

Bike racks should:

- Allow the user to lock the front wheel and the frame with a U-lock;
- Provide two points of contact with the frame, preventing the bike from falling over; and
- Be securely anchored to the ground.

Potential Implementers

- PCIDs businesses and property owners
- Cities of Sandy Springs, Dunwoody, and Brookhaven (installation in public space, incentives for private development)

Cost

Short term bike racks:

- $50-200 per bicycle parking space
- $300-600+ per bicycle parking space for custom-designed racks

Links and Resources

Bicycle Parking Guidelines, 2nd Edition (2010). Association of Pedestrian and Bicycle Professionals

PERIMETER QUICK POINTS

SHORT-TERM BIKE PARKING

- A typical office building should have parking for 5-10 bicycles in a shaded or covered location convenient to the main entrance of the building. Convenience will be the key to facilitating short trips to attend meetings at other Perimeter offices, lunchtime meetings, errands, and shopping trips.
- Additional parking at office developments could be considered in parking deck locations in close proximity to the main entrance, perhaps in conjunction with visitors' parking spaces.
- Short-term bike parking should be interspersed throughout retail developments in clusters of one or two racks convenient to the entrances of stores and restaurants.
- Property-specific bike parking recommendations can be provided to PCIDs property owners through an on-call assessment program administered by PCIDs.

BIKE SECURE PARKING AREA

Description and Benefits

A Bike Secure Parking Area for bicycles, also known as a BikeSPA or Bike & Ride (when located at transit stations), is a semi-enclosed space that offers a higher level of security than ordinary or short-term bike racks. Increased security measures create an additional transportation option for those whose biggest concern is theft and vulnerability.

Key Details

Accessible via key-card, combination locks, or keys, BikeSPAs provide high-capacity parking for 10 to 100 or more bicycles. This long term secure bike parking is intended for visits lasting more than two hours, and include strategies such as lockers and indoor parking areas.

Key Bike SPAs features may include:

- Secure access for users;
- Double high racks & cargo bike spaces;
- Bike repair station with bench;
- Bike tube and maintenance item vending machine;
- Bike lock "hitching post" – allows people to leave bike locks; and

- Closed-circuit television monitoring.

Potential Implementers

- PCIDs businesses and property owners
- Cities of Sandy Springs, Dunwoody, and Brookhaven (Installation in public space, incentives for private development)

Cost

- $100-300 per bicycle parking space if installed within an existing building or parking structure
- $1,000-2,500 per bicycle parking space for freestanding structures

Links and Resources

Bicycle Parking Guidelines, 2nd Addition (2010). Association of Pedestrian and Bicycle Professionals

Crystal City BID Secure Bike Parking List and Information: http://www.crystalcity.org/_files/docs/securebikeparkingfortenants.docx

PERIMETER QUICK POINTS

SECURE PARKING AREAS

- Consider locating in an oddly shaped area of an office parking deck or garage.
- Bike lockers, like those specified in Perimeter's Public Space Standards, can serve a similar function, but in a more broadly distributed way if a single large space is not available in a particular development.
- Bike lockers can also be deployed outdoors in under-utilized spaces.
- Property-specific secure parking recommendations can be provided to PCIDs property owners through an on-call assessment program administered by PCIDs.

CHANGING AREAS AND SHOWERS

Description and Benefits

Changing areas and showers provide a place for bicycle commuters to wash and change from exercise clothing to business attire after their trip to work. Accordingly, workplace showers and changing areas, especially when combined with convenient and secure bicycle parking, encourage bicycle commuting and benefit other employees who exercise during the workday.

Key Details

Some employers have showers, and others give health club memberships to their employees or install their own fitness centers with showers. In addition, several businesses located close together can establish shared changing and shower facilities.

Changing areas and showers should:

- Provide an area for employees to store a change of clothes throughout the day;
- Be regularly cleaned and maintained;
- Provide enough showers to support the number of employees (recommended number of showers for employees: 1 for 50-100, 2 for 100-250; at least 4 for 250+); and
- Be located nearby secure bicycle parking areas.

Potential Implementers

- PCIDs businesses and property owners
- Cities of Sandy Springs, Dunwoody, and Brookhaven (Installation in public space, incentives for private development)

Cost

- $20,000-150,000 depending on size, features, and number of showers (estimate includes labor cost)

Links and Resources

Job Health & Happiness. League of American Bicyclists

Bicycle Parking: Bicycle Parking, Storage and Changing Facilities (2013). Victoria Transport Policy Institute.

PERIMETER QUICK POINTS

CHANGING AREAS•SHOWERS

- Locate on the ground floor of new or remodeled multi-tenant office buildings to provide a convenient amenity for multiple tenants' employees.
- On-campus gymnasiums at corporate complexes already serve this purpose, and can be promoted as an existing bike amenity to potential employees.
- Property-specific shower and changing area recommendations can be provided to PCIDs property owners through an on-call assessment program administered by PCIDs.

WAYFINDING

Description and Benefits

A bicycle wayfinding system consists of comprehensive signing and/or pavement markings to guide bicyclists to their destinations along preferred routes. There are three general types of wayfinding signs: confirmation signs, turn signs, and decision signs. Signs are generally located at decision points and key locations along bicycle routes. Wayfinding also informs potential bicyclists to the presence of bicycle friendly routes through Perimeter.

Key Details

Green is the color used for directional guidance and is the most common color of bicycle wayfinding signage in the U.S.

It can be useful to classify a list of destinations for inclusion on the signs and their relative importance to users in the area. A particular destination's ranking in the hierarchy can be used to determine the physical distance from which the locations are signed.

Wayfinding signs and markings should:

- Be visible to bicyclists as well as motorists if indicating a bicycle route;
- Be placed at decision points along bicycle routes and on near-side of intersections in advance of junction;
- Be placed soon after turns to confirm preferred bicycle route or destination; and
- Be placed along a route to indicate a nearby destination.

Potential Implementers

- PCIDs
- GDOT
- MARTA
- Cities of Sandy Springs, Dunwoody, and Brookhaven

Cost

- Wayfinding Signs: $300-400 per sign (includes installation cost)
- Pavement Markings: $50-200 per marking depending on style and materials (includes installation cost)

Links and Resources

Urban Bikeway Design Guide. "Bike Route Wayfinding Signage and Markings System" (2012). National Association of City Transportation Officials.

PERIMETER QUICK POINTS

WAYFINDING

- A comprehensive wayfinding system was envisioned as part of the PCIDs Commuter Trails Master Plan; on-street wayfinding should complement and coordinate with wayfinding on pathways.
- Perimeter wayfinding information should also be integrated into Perimeter-specific smartphone apps developed for Perimeter Connects.

BIKE REPAIR STANDS

Description and Benefits

A bike repair stand is mounted to the ground and provides a place to fix or adjust one's bicycle. The stand can be convenient if one's bike breaks or needs adjustment at the beginning or end of a ride. Air inflation is a component of the modern repair stands.

Key Details

Bike repair stands provide a place and tools to fix and maintain one's bicycle. The stand is typically outfitted with tools to work on a bike, allowing a bike rider to repair one's bike and do basic maintenance.

Bike repair stands are typically located adjacent to a bike parking area. They can also be located in other areas with frequent bike traffic, such as at transit stations.

Bike repair stands should include:

- A design stand design that allows a bike to be positioned so that a bike owner can use both hands to work on their bike;
- Tools to fix and adjust mechanical bike parts; and
- A pump to inflate tires.

Potential Implementers

- Property Owners and Businesses
- MARTA
- Cities of Sandy Springs, Dunwoody, and Brookhaven (Installation in public space)

Cost

- $500-1,500 per repair stand including tools and air pump

Links and Resources

Example Bike Repair Station Promotion at University of North Carolina-Wilmington: http://uncw.edu/parking/documents/bikerepairstations.pdf

PERIMETER QUICK POINTS

BIKE REPAIR STANDS

- Bike Repair Stands should be located in conjunction with site-level bike parking (short-term, long-term, or both) at office or retail developments.
- Office developments and corporate campuses can provide "concierge quality service" to the same effect by training parking deck or security desk attendants in basic repairs and keeping basic tools such as hex wrenches, pumps, tire levers, patch kits, and common tube sizes on hand.
- Latex gloves at repair stations will help minimize cleanup time for those returning to work. Paper towels and handwashing sinks would be helpful as site conditions allow.
- Developments that include a Perimeter Spoke•Point Pavilion should integrate a bike repair stand into the space of a pavilion.
- Bike repair stands should also be installed at nodes of Perimeter's Commuter Trail System and at MARTA stations.
- Property-specific Bike Repair recommendations can be provided to PCIDs' property owners through an on-call assessment program administered by PCIDs.

EQUIPMENT AVAILABILITY AND SUPPORTIVE RETAIL

Description and Benefits

Various initiatives can be undertaken at individual properties to ensure that Perimeter area bicyclists are always able to access basic bicycling equipment in case of a mechanical problem. Perimeter Connects or the Perimeter Business Alliance could also encourage various retail establishments and office buildings to stock basic materials and promote the cooperation of these partners to Perimeter bicyclists. Vending machines may also serve this need when bicycling is better established and Perimeter Spoke•Point Pavilions are developed .

Key Details

Office developments and corporate campuses can provide "concierge quality service" to the same effect by stocking some common items such as patch kits and common tube sizes on hand with parking garage or security desk attendants to distribute freely.

Perimeter area bicyclists should also be made aware of the ready availability of bike items at existing Perimeter businesses such as Wal-Mart (open until midnight daily), Target (open until 11 P.M. daily), and REI (open until 9 P.M. M-Sat) on wayfinding maps and on displays associated with the Perimeter Commuter Trails Network and at Perimeter Spoke•Point Pavilions. These current businesses or any future bike shops may be interested in sponsoring the emergency supply stocks kept at offices, which can in turn can promote their inventory of higher priced bike items and/or their repair service offerings.

Once the Commuter Trails Network is broadly implemented and Perimeter Spoke•Point Pavilions, come into use, property owners may also consider installation of bicycle equipment vending machines, which stock items such as tubes, patch kits, and basic tools, as well as snacks and drinks. With the introduction of a comprehensive bike share system, Helmet vending may also be considered, and vending machines could be sited with bike share locations, including at MARTA stations.

Potential Implementers

- Property Owners and Businesses
- Perimeter Connects, Perimeter Business Alliance
- MARTA

Cost

- $3- 10 per bicycle tube
- $2- 10 per patch kit
- $3,000 - 9,000 per vending machine

Links and Resources

7 Cool Cycling Vending Machines.

http://www.bicycling.com/bikes-and-gear-features/lifestyle/7-cool-cycling-vending-machines

PERIMETER SPOKE•POINT PAVILIONS

Description and Benefits

A Perimeter Spoke•Point Pavilion is a unique multifunction bicycle storage, service, and information area that will turn each Perimeter office and retail development into an integral node of Perimeter's comprehensive bicycling network. Capitalizing on Perimeter's compact extent that has most points within easy biking distance, Perimeter Spoke•Point Pavilions will facilitate convenient, casual bicycling between Perimeter offices, restaurants and shops with parking space for personal bicycles, fleets of private shared bicycles, and eventual integration of commercial bike share stations. Each Perimeter Spoke•Point Pavilion will provide shelter from the elements and will be conveniently located to one or more main entrances of a Perimeter corporate campus, multi-tenant office tower, or retail development. The high-volume, short term parking and shared bicycles at each Perimeter Spoke•Point Pavilion will allow Perimeter area workers to easily opt for a bike as a way to run an errand, go to lunch, or visit another Perimeter area office for a meeting, without the added delay of retrieving their car from the parking deck. Perimeter Spoke•Point Pavilions will promote greater social and commercial exchange among Perimeter area businesses, allowing for the strengthening of Perimeter's internal economy and also promote collaboration between Perimeter area businesses on projects and ventures reaching outside Perimeter.

Perimeter Spoke•Point Pavilions can also be the staging areas for bike repair stands, bike equipment vending machines, and wayfinding displays. They will also serve as the convenient and obvious meet-up spot for group rides—whether for casual lunchtime excursions, intensive training rides, or joint commute rides. They could also include compact MARTA train status displays.

The distribution of multiple, distinctively identifiable Perimeter Spoke•Point Pavilions across the Perimeter market, and integrated with the Perimeter Commuter Trail System will add to Perimeter's branded profile as the leading LIVE|WORK|SHOP|PLAY district in North America.

Key Details

- Perimeter Spoke•Point Pavilions would be built within private development to facilitate frequent short bicycle trips from those locations.
- Property owners would qualify for enhanced bicycle parking incentives for installing a Perimeter Spoke•Point Pavilion on their property.

- Perimeter Spoke•Point Pavilions built within a corporate campus, office complex, or retail development would be designed to match the architectural style of associated buildings, provided they meet the functional performance expectations established by PCIDs and are clearly identified Perimeter Spoke•Point Pavilions with branded signs.

Potential Implementers

- PCIDs property owners
- Cities of Sandy Springs, Dunwoody, and Brookhaven

Cost

- Perimeter Spoke•Point Pavilion: $30,000
- Bike Racks
- Repair Station
- Wayfinding Display

Links and Resources

Duo-Gard and Velodome Shelters are two companies that design and build custom bike shelters in a variety of styles.

http://www.duo-gard.com/products/shelters/bike-shelters/

http://velodomeshelters.com/custom.html

Perimeter Spoke•Point Pavilion is a branded bike parking and service hub that could be custom designed to match existing architecture or based on a commercially available bike shelter such as the examples shown here (above and below).

BIKE STATIONS AND BIKE SHOPS

Description and Benefits

Bike stations and bike shops provide commuters a shared location for secure bike parking, bike repair services, or bike purchases. Both are staffed by professionals on a part-time or full-time basis and should be accessible during regular business hours.

Key Details

A bike station provides commuters with a place to park and repair one's bike. Some bike stations provide access to food and work stands for self-serve repairs, while others have trained mechanics on staff. Bike shops provide a place to purchase bikes, bike equipment and have a bike repaired. Bike stations and bike shops should:

- Have staff on-site ;
- Be located in an area that is easily accessible by transit and bicycle;
- Provide secure bike parking services (at bike stations);
- Provide bike repair services; and
- Sell bike equipment and supplies.

Potential Implementers

- Private entrepreneurs
- Leasing agents

Cost

- Bike Shop: $100,000-500,000 (private investment)
- Bike Station: $100,000-2,000,000 depending on size, design, and amenities

Links and Resources

National Bicycle Dealers Association http://nbda.com/

Crystal City BID Mobile Bike Repair Service http://www.crystalcity.org/do/everything-esmonde4

PERIMETER QUICK POINTS

BIKE SHOPS•STATIONS

- Several existing retailers in Perimeter already sell bicycles at a variety of price points, including REI, Target, Wal-Mart and even Goodwill. The intention of this recommendation is not to compete with existing businesses, but to ensure that the Perimeter market is well supplied to meet the needs of Perimeter's growing bicyclist cohort for bicycles, supplies, and repair services. A small, repair oriented shop or boutique dealer may indeed find a niche within the Perimeter market as bicycling becomes more popular in the area and the prominence of the residential sector increases.

BICYCLE IMPLEMENTATION SITE ASSESSMENTS

Description and Benefits

The actual transformation of Perimeter into a bicycle-friendly environment that provides the amenities the future LIVE|WORK|SHOP|PLAY market will require to remain competitive will take place on a property-by-property basis. The property owners who comprise PCIDs' membership, and the tenant employers who move to PCIDs or update their existing offices, will be faced with scores of small and large specific decisions about how to apply or participate in the initiatives recommended in this *Bicycle Implementation Strategy*.

PCIDs can assist these members and businesses through outreach and education administered by Perimeter Connects, and by allocating a budget to contract for on-call technical assistance that will develop site-specific recommendations about how to best integrate the support facilities recommended in this strategy—short-term bike parking, secure parking areas, showering and changing areas, Perimeter Spoke•Point Pavilions, bike repair stands, etc.—at properties within PCIDs.

Key Details

- PCIDs property owners looking to install support facilities would contact Perimeter Connects for an initial needs assessment to identify the general scope of facilities desired.
- Properties in need of specific site-level recommendations requiring technical assistance would apply to PCIDs for a full site assessment.
- A PCIDs-approved technical expert would meet with the property owner and visit the site, then prepare specific recommendations to implement the appropriate support facilities on the site.

Potential Implementers

- PCIDs
- Perimeter Connects

Cost

Budget for On-call Site Assessments: $$

BICYCLE PROGRAMS

Overview

Bicycle programs are non-infrastructure related activities that promote, encourage, and educate people about bike riding in PCIDs for transportation or recreation. Programs can be used to remove barriers for people considering riding their bike to commute by providing activities like bike rides or workshops to learn how to ride safely. Other programs, such as bike commute incentive programs, encourage changes in behavior,

Based on feedback from PCIDs staff and stakeholders, specific bicycle programs have been identified that can encourage more people to bike for travel and recreation in PCIDs. These include:

- Organized Bike Rides;
- Employer Incentive Programs;
- Brown-Bag or Evening Bike Workshops;
- Perimeter's Bicycle Rider Assistance Guarantee (BRAG);
- PCIDs Bike Maps;
- Safety Equipment Giveaways;
- Media Campaign;
- Commute Challenge/Competition for Employers;
- Reward/Discount Program at Local Businesses;
- Bike Month Activities;
- Bike Buddy Program;
- Bike Information Website; and
- Bicycle Friendly Business Program

✔	**Primary Responsibility**
✓	**Secondary Responsibility**

	Time Frame			Responsible Parties											
				Public						Private					
	Immediate (1-2 years)	Mid (3-4 years)	Long (5+ years)	PCIDs	Perimeter Connects	Muncipalities	MARTA|GRTA	ARC	GDOT	Office Property Owners	Office Tenants/ Employers	Retail Property Owners	Retail Tenants/ Employers	Residential Developers	Residential Managers
Develop programs and other initiatives to educate Perimeter workers, residents, and visitors of the opportunities for bicycling available in Perimeter, and how to safely take advantage of those opportunities															
Develop and Publish PCID Bike Maps	✔			✓	✔	✓	✓		✓			✓	✓		
Develop PCIDs Bike Information Website	✔			✔	✓	✓	✓		✓	✓		✓	✓		
Organize Commute Challenge Competitions	✔			✓	✔	✓	✓		✓		✓		✓		
Organize Bike Month Activities	✔			✓	✔	✓	✓		✓	✓	✔	✓	✔		✓
Develop and Conduct Media Campaign		✔		✓	✔					✔	✓	✔	✔	✔	✓
Launch Employer Incentive Programs		✔		✓	✔		✓		✓	✓	✔		✔		
Conduct Equipment Giveaways		✔		✓	✔		✓		✓	✓	✔		✔		✔
Establsih Bicycle Friendly Business Program		✔		✓	✔	✓			✓		✔	✓	✔		
Establish Reward/Discount Programs at Local Businesses		✔		✓	✔						✓	✓	✔	✓	✓
Organize Bike Rides in conjunction with implemntation of Commuter Trail segments		✔		✓	✔		✓		✓		✔	✓	✔		✓
Coordinate Bike Buddy Programs		✔		✓	✔				✓		✔	✔	✓	✓	✓
Develop model for and implement Perimeter's Bicycle Rider Assurance Guarantee		✔		✔	✓	✓	✓			✔	✓	✔	✓	✓	✓

ORGANIZED BICYCLE RIDES

Description and Benefits

Employees and residents are invited to meet at a central location for a group bike ride. Rides are an opportunity to meet and network. Overall, the rides should cater to a diverse group, with rides for young professionals, beginning bicyclists, and families. The route should be safe and comfortable for all levels. Group rides can help increase social cohesion between people who are interested in bicycling and among co-workers. Bike rides can also improve understanding of safe routes, cycling skills, and the ease of reaching destinations by bike.

Key Details

Social bike rides typically draw the most participation by offering themes or unique experiences (e.g., tours led by topical experts, rides that offer special access or free admission to a location or event, or rides that celebrate holidays or have fun themes.

In advance of a group bike ride, leaders should familiarize themselves with the riding route and safety protocols. A test ride of the route, prior to the ride, will ensure that leaders are familiar with the route and no construction detours or hazards will arise. Rides can be promoted through a variety of appropriate media outlets including social media, email, posters/flyers, bike shops, etc.

Potential Implementers

- Perimeter Connects
- Corporate HR Departments/ Wellness Committees
- Local bike advocacy organizations

Cost

- Cost assumptions: 1 ride per month, requiring monthly planning, coordination, and promotion
- Labor: 20 hours/month of coordination, could be incorporated into an existing position or a volunteer led effort
- Expenses: $500-2,500 annually for printing flyers/calendars

Links and Resources

Energy Corridor Business District group bike rides as part of Bike to Work Month: http://www.energycorridor.org/mobility/bike-to-work

Organized Ride Guide (Bicycle Coalition of Maine): www.bikemaine.org/events-old/organized-ride-guide

PERIMETER QUICK POINTS

BICYCLE RIDES

- Organizing rides in conjunction with the opening of new links in the planned Commuter Trail Network, drawing from offices along the new route, will demonstrate the utility and benefit of the new facility for connecting to MARTA, easily getting to lunch spots, and for exercise after work.
- Bike rides a can accompany or follow Brown Bag or Evening Bike Workshops, to help new bicyclists "ease into" the activity after learning.

EMPLOYER INCENTIVE PROGRAM

Description

Employees who bike to work and report on their bicycle trips earn rewards or are entered into reward drawings. Employees are also offered resources and tools and invited to attend bicycle-related events. Incentive Programs can improve the physical and mental health of employees and help increase parking availability for customers, clients, or employees who drive.

Key Details

Participating employees report on their bicycle trips through a database or automated system. This program requires an administrator to track and disseminate incentives; the administrator can also provide resources and plan encouraging events.

Program incentives should motivate employees to bike to work, but should not be so large that they would undermine the participant's intrinsic motivation if removed. Incentives can include the following:

- Commute reimbursement benefit in pre-tax dollars
- Parking cash-outs
- Gift cards; and
- Workplace perks.

Potential Implementers

- Perimeter Connects
- Corporate HR Departments

Cost

- Cost assumptions: 1-year pilot program (3-4 months planning, 6 months implementation, 2-3 months evaluation)
- Labor: 40 hours/month (.25 FTE) for program coordinator/administrator; 20-40 hours for graphic design in planning stage
- Expenses: $2,000-$10,000 for incentives (depending on size/scale, unless donated); up to $5,000 for printing

Links and Resources

Seattle Children's Hospital (Seattle, WA): http://bikeleague.org/content/bfb-spotlight-seattle-childrens-hospital

Bicycle Commuter Act: http://bikeleague.org/content/bicycle-commuter-benefit

Cliff Bar Sustainability Benefits Program: http://ebenet.org/wp-content/uploads/2011/08/Clif-Bar-Sustainability-Benefits-Program-Summary.pdf

BROWN-BAG OR EVENING BIKE WORKSHOPS

Description

Employees or residents attend bicycling workshops, which can cover many topics related to safe and convenient bicycling, such as rules of the road, basic bike repair, bike commuting tips, carrying cargo, bike fit, weather, etc. Local bike shops, gear and apparel companies, advocacy groups, or community members may be featured as speakers. Workshops can help enhance understanding, confidence, and independence related to bicycling for transportation in a comfortable and supportive learning environment, which can be an important lead-in to actually getting on a bike on the road or pathway for many people.

Key Details

The presenter of the workshop should be confirmed a month or so in advance of the workshop to give adequate preparation time. Workshops can be held at lunch time or in the evening to accommodate work schedules.

Potential Implementers

- Perimeter Connects
- Corporate HR Departments/ Wellness Programs
- Perimeter Business Alliance

Cost

- Cost assumptions: One workshop per month
- Labor: 20 hours/month of coordination, could be incorporated into an existing position
- Expenses: $100 compensation for each guest speaker (unless time is donated); $500-2,500 annually for printing flyers/ calendars

Links and Resources

Corporate Commute Workshops (Bike Silicon Valley, CA): http://bikesiliconvalley.org/corporate-commute-workshops

PERIMETER QUICK POINTS

BROWN BAG•EVENING WORKSHOPS

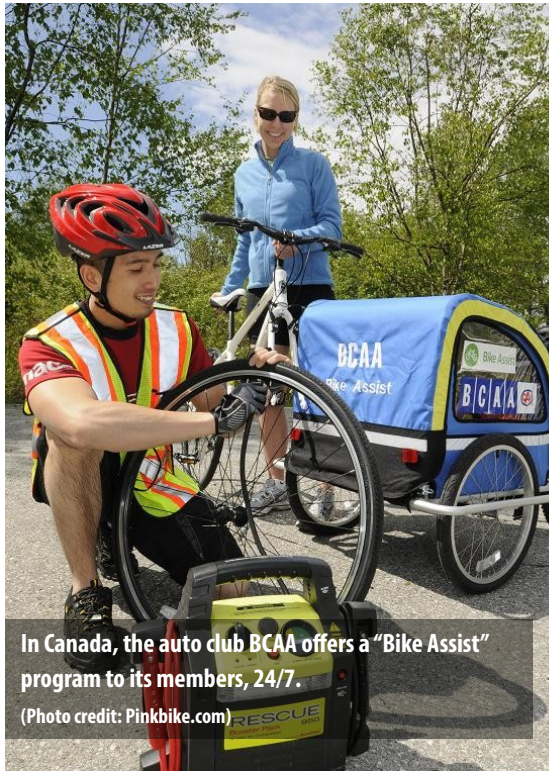
- Workshops can be organized within a corporate campus, a single multi-tenant office building, or a specific residential development. Workshops can also be organized according to experience level.
- Workshops can also be organized by Perimeter Connects for corporate HR staff or employee wellness coordinators to help seed development of their own building-specific programs and other strategic initiatives described in this plan.

PERIMETER'S BICYCLE RIDER ASSISTANCE GUARANTEE (BRAG)

Description and Benefits

Perimeter's relatively compact extent makes it well suited for internal bicycle travel. But bicycle trips have a greater range than walking, meaning that riders who experience a mechanical difficulty may need assistance returning to their offices in a timely manner. Perimeter's Bicycle Rider Assistance Guarantee (BRAG) is a program helping bicyclists who experience a breakdown when out on a ride around Perimeter. Perimeter's BRAG is a cooperative community effort coordinated by Perimeter Connects but implemented across the community by Perimeter businesses and property owners to assure that bicyclists will be able to return quickly to their point of origin even if a breakdown occurs.

Similar to roadside assistance provided to motorists through auto clubs, insurance companies, and some highway agencies, Perimeter's BRAG provides on-the-spot minor repairs to get bicyclists rolling back again. And, similar to "guaranteed ride home" programs for transit and bike commuters, Perimeter's BRAG can help transport a stranded bicyclist on a shopping or lunch trip within Perimeter, and their bicycle, back to where they can arrange for more intensive repairs if necessary.



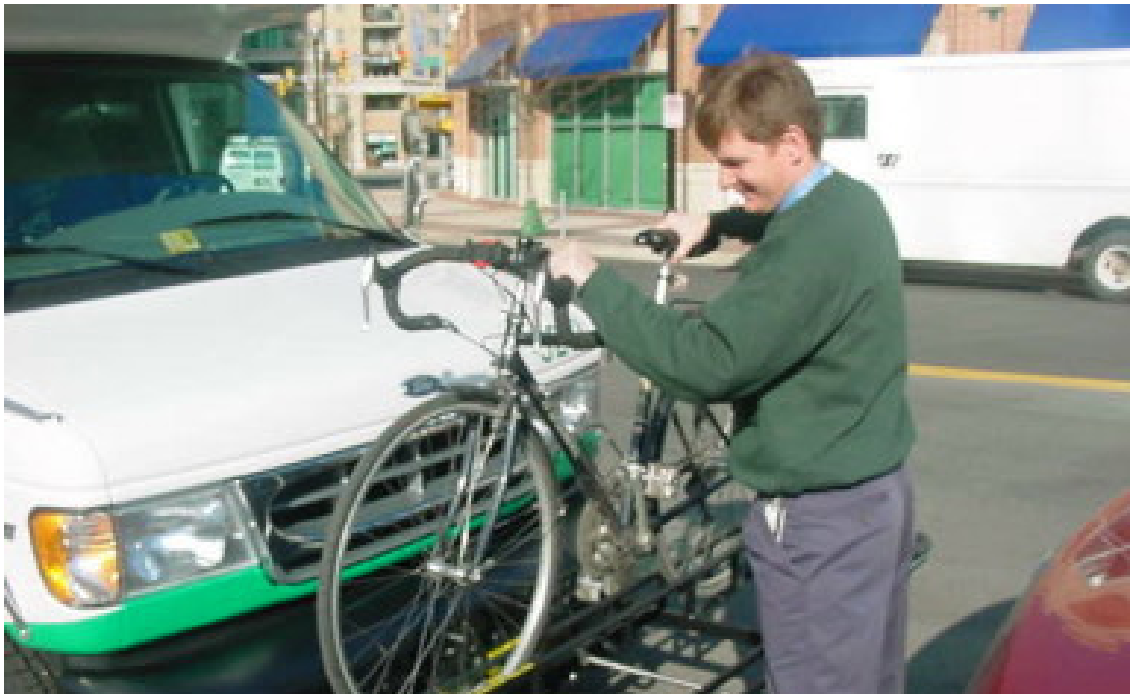
In Canada, the auto club BCAA offers a "Bike Assist" program to its members, 24/7.
(Photo credit: Pinkbike.com)

In an area such as Perimeter where bicycling will fill an important role as a commute mode and also a way to make midday dining and errand excursions more convenient, it is critical that bicycling be experienced as a reliable mode for which a contingency is available, should a mechanical problem arise. If Perimeter area office workers are afraid that taking a bike to lunch could lead to getting stranded over a mile away, and risk missing an important meeting or call, they may choose not to bicycle at all. A Perimeter-specific bicycle roadside assistance service could help allay these fears and provide the security of a reliable assistance with a minor repair or a quick ride back to the office.

The assistance offered by Perimeter's BRAG could be rendered in many ways. A high-service option would have a bike-based contractor or program employee available to respond quickly to calls for assistance. The assistant would be able to assist immediately with minor repairs (flat tire, chain off, etc.) to help get the bicyclist back to work in a timely manner.

If the repair need is more substantial, the assistant could arrange a ride back to work for the bicyclists (via a program-dedicated Neighborhood Electric Vehicle or on an existing circulator or shuttle bus) and also arrange for transport of the disabled bicycle to somewhere where repairs could be made or arranged (a local bike shop or the bicyclist's office).

Alternatively, coverage could be dispersed among facility staff of participating Perimeter corporate campuses and office buildings. Parking deck and security desk attendants could be trained to assist with



minor repairs and arrange shuttle or cart service to transport the bike and rider back to their offices.

Georgia DOT has an emergency assistance program for its highways called HEROs (Highway Emergency Response Operators), which is sponsored by State Farm, one of Perimeter's major employers. A branded sponsorship of Bicycle Roadside Assistance by a major stakeholder would be a great way for that company to tout its commitment to the effort of keeping Perimeter at the forefront of the trends that mark a premier office and retail market.

Key Details

- A contractor or program employee would be available to assist bicyclists with breakdowns occurring within the PCIDs boundary.
- A Neighborhood Electric Vehicle or golf cart could be also be on standby to help return the rider and bicycle to their office or location within Perimeter if the cause of the breakdown cannot be immediately addressed.
- Parking deck and security attendants at office complexes could be trained to assist with minor bike repairs.
- Bike racks could be installed on Perimeter circulator busses and private shuttles to provide bicyclists with an emergency ride back to their workplace, from where repairs could be coordinated.

Potential Implementers

- Perimeter Connects
- Sponsoring employers or property owners
- Cooperating shuttle/ circulator operators

Cost

- Bike Racks on Shuttles and Circulators
- Electric Vehicle with capacity for two passengers and one bicycle
- Signs and brochures with contact info

Links and Resources

Comparison of services offered by commercial bicycle roadside assistance services.

PCIDs BIKE MAP

Description and Benefits

A bicycling map, either in hard copy or electronic form, enables good route-making decisions. A local bicycling map should highlight local bike routes, bike shops, bike parking, bike-friendly businesses, and local services and destinations accessible by bike. The map should recommend local recreational bike rides or suggest ideal routes for getting to key local destinations, display bike travel times and distance, and offer basic traffic safety tips. Maps can be distributed at community events, businesses and institutions (such as shops or libraries), apartment/condo buildings, and workplaces.

Key Details

The map should feature a user-friendly design that is intuitive and legible for people of different ages and abilities. A GIS base-layering is a starting point when creating such a map. The method of portrayal of bicycling suitable routes should be in keeping with the objective and reliable methodology of the Highway Capacity Manual. This A, B, C, D, E and F rating method will ensure map usability and provide protection from liability. The map should be dated to communicate how current it is and should be updated annually due to changes to infrastructure or destinations take place.

Potential Implementers

- PCIDs
- Perimeter Connects
- PCIDs businesses and property owners

Cost

- Cost assumptions: 1,000 maps; production and printing only (does not include distribution)
- Labor: 30 hours for copywriting, field checking, and reviewing; 10 hours to obtain GIS data and create base layer map; 40 hours of graphic design
- Expenses: $1,500 for printing

Links and Resources

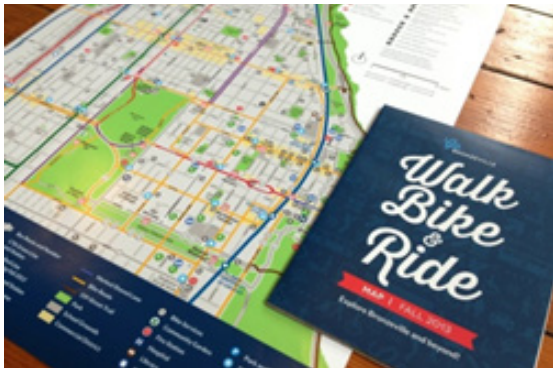
Crystal City BID Bike Map: http://crystalcity.org/_files/docs/bikeracklocations.pdf

2014 Chicago Bike Map: http://chicagocompletestreets.org/wp-content/uploads/2014/06/Chicago-Bike-Map-2014.pdf

PERIMETER QUICK POINTS

BIKE MAPS

- Highlight the location of informational kiosks along the Commuter Trail Network
- Highlight the location of Perimeter Spoke•Point Pavilions to promote the convenience of bicycling for lunchtime trips, coordinating inter-office meetings, and the availability of private fleet and/or commercial shared bikes.
- Highlight the location of existing businesses that sell bicycles and equipment.
- Provide contact information for the Perimeter's Bicycle Rider Assurance Guarantee (BRAG) program.



SAFETY EQUIPMENT/BIKE GEAR GIVEAWAYS

Description

Free or low-cost safety equipment and branded promotional items can be offered to residents and employees to promote bicycling and encourage safer bicycling. Incentive items should be functional and related to bicycling. Items that are branded with a recognizable image or logo can enhance the profile of bicycling and/or that particular brand in the community. Equipment giveaways can increase safety through the provision of free or low-cost safety equipment and provide some low-cost essentials for the beginning bicyclists. A giveaway can also be an important "attention getter" to starting conversations with potential bicyclists when conducting community outreach. Giveaway items can also be effective and persistent advertisements for sponsoring businesses or can raise the profile of an agency or program's brand in the market.

Key Details

Giveaways can be offered to participants of a bike program, as part of a bike event, or when doing outreach at community events. Items can be purchased in bulk from a variety of promotional marketing companies or bike accessory manufacturers. Practical giveaways such as helmets, lights, reflectors, bike bells, tire patch kits, reusable water bottles, and bike seat rain covers can encourage people to bike, offer convenience, and improve safety for all road users.

Potential Implementers

- Perimeter Connect
- PCIDs businesses and property owners

Cost

- Cost assumptions: 1,000 bike lights at $3/unit (unit cost will vary based on quality and bulk quantity)
- Labor: 10 hours for coordinator for selection of giveaways, marketing companies, and samples; 5 hours/item for graphic design and print management
- Expenses: $3,000 for 1,000 bike lights at $3/unit

Links and Resources

Bike Brightly (Bicycle Coalition of Maine): http://www.bikemaine.org/bike-brightly

Light Up the Night (San Francisco Bicycle Coalition): http://www.sfbike.org/news/dont-forget-to-light-up-the-night/

PERIMETER QUICK POINTS

EQUIPMENT GIVEAWAYS

- Existing businesses that sell or service bicycles can raise their profile within the Perimeter Market
- Branded bicycle items can promote a company's commitment to employee wellness and Perimeter's transformation into an urban center that supports active lifestyles.
- PCIDs-branded or company-branded bicycle items can be "leave-behind" gifts for business and employee recruiting efforts.

MEDIA CAMPAIGN

Description

Media campaigns increase the visibility of people on bikes and encourage more people to ride. Research shows that the most effective campaigns are those that use positive, reinforcing messaging and graphics. Bicycling campaigns can utilize a variety of media outlets, including billboards; print advertising; transit vehicles, stations, or shelters; informational brochures or handbills; web ads and social media; branded promotional items; etc. Media campaigns can promote the utility and benefits of bicycling within Perimeter. Media campaign messages can also be crafted to increase awareness of bicyclists on the road and to promote courtesy compliance with traffic safety laws by motorists and bicyclists alike.

Key Details

At the outset of planning a media campaign, desired outcomes, and the target audience should be determined; this will inform the campaign messaging and imagery. A stakeholder or focus group should be convened with individuals familiar with the community to ensure that the campaign messages and graphics will resonate with the target audience. The audience will also determine what types of media are utilized, but it is recommended that a variety of outlets be used to ensure coverage, reach, and repetition.

Potential Implementers

- PCIDs
- Perimeter Connects
- Perimeter Business Alliance
- MARTA/GRTA

Cost

- Cost assumptions: 2-3 month media campaign, with 6 months of planning; may add additional time at end of campaign for evaluation
- Labor: 40-80 hours/month (.25-.5 FTE) for campaign organizer to coordinate branding, messaging, media buys, and outreach; 150 hours of graphic design
- Expenses: $20,000-30,000 in media buys and printing

Links and Resources

Bike PGH (Pittsburgh, PA): http://bikepgh.org/care/

PERIMETER QUICK POINTS

MEDIA CAMPAIGNS

- Promote the branding of Perimeter as a multi-modal center for LIVE|WORK|SHOP|PLAY to prospective businesses and employees.

EMPLOYEE COMMUTE CHALLENGE/COMPETITION

Description

During a commute challenge, employers/employees enter into a friendly competition to log the most miles traveled by bike, number of trips by bike, or percentage of employees traveling by bike. Employees can earn rewards or be entered into drawings for participating. Employee commute challenges provide bicycle transportation education and knowledge; education lies at that core of changing commute behavior. Employee challenge programs can encourage commute trips to be made by bicycle and encourage future bike commute habits. Challenges also foster team building among coworkers/employees and will help increase employee productivity, similar to workplace health programs.

Key Details

Bike commute challenges require incentives, promotional materials, and an interactive website for employees to register and log miles. Milestone incentives and/or prize drawings are the best way to get people involved and will appeal to a broad range of employees. For this reason, the most effective incentives are those with the most utility, such as cash or gift cards. Many programs work with local businesses to offer discounts or free goods or services. Challenges typically last for a week or month and conclude with a celebratory event, such as an award ceremony or party in appreciation of the participants.

Potential Implementers

- Perimeter Connects
- Perimeter Business Alliance
- Corporate HR Departments/ Wellness Programs
- GDOT/ Georgia Commute Options

Cost

- Cost assumptions: 1-month challenge, with 4 months of planning and 1 month of wrap-up/celebration; weekly events and promotion; web development not included
- Labor: .5 FTE for challenge coordinator; 40 hours of graphic design
- Expenses: $1,000+ for prizes (unless donated); $100-500 for event supplies and refreshments

Links and Resources

Iowa Bike Commute Challenge: http://challenge.bikemonthiowa.com; http://bikemonthiowa.com/bike-commute-challenge/how-does-it-work

Healthy Shasta Bike Challenge (Redding, CA): http://healthyshasta.org/bikechallenge

PERIMETER QUICK POINTS

EMPLOYEE CHALLENGES

- Friendly competition between Perimeter area businesses will also promote networking among potential clients and business partners, helping to drive Perimeter's internal economy.

BIKE BUDDY PROGRAM

Description

Someone who is proficient at and comfortable with bike commuting is matched with someone who is a beginner to show them the ropes (e.g., safe/comfortable routes to use, gear for different weather, rules of the road and safety tips, etc.). Bike buddies may commute together or go on a ride together to get the novice comfortable with their route and with biking in traffic. Partnering with a bike buddy will encourage new employees to try bicycling as a commute option, build community, and encourage teamwork within an office or company. Novices can find a low stress way to learn how to ride a bike, picking a commute route, understand the rules of the road, and ride in traffic safely. These experiences improve rider confidence to use the bike as a means of transportation, and who will in turn inspire other beginners.

Key Details

Programs typically have a "ridematching" service that connects experts with novices; this may be a web-based mechanism but could also be informal. Becoming a mentor should include a training session that emphasizes promoting safe and legal bicycling. Local bike advocacy organizations are a good place to recruit mentors.

Potential Implementers

- Perimeter Connects
- Corporate HR departments/ wellness programs
- GDOT/ Georgia Commute Options

Cost

- Labor: minimal labor required for initial planning, promotion, and ongoing matching and support; should be incorporated into a larger position or coordinated by a volunteer
- Expenses: minimal (may include printing for flyers)

Links and Resources

Energy Corridor Business District Bike Buddy Program: http://www.energycorridor.org/commuter-solutions/bike-walk/bike-buddies-signup

PERIMETER QUICK POINTS

BIKE BUDDIES

- Bike Buddies can be matched within a company, within an office building, or based on the direction of riders' common commutes.
- PCIDs can work with GDOT's Georgia Commute Options program to develop a ride-matching service for bicyclists, similar to existing its existing carpool matching service.

BICYCLING INFORMATION WEBSITE

Description

Websites are a great way to consolidate bicycling resources to make it easy for new and experienced riders to find brochures, maps, events, and other bike related resources. A bicycling information website will provide essential information to beginner and experienced riders in the PCIDs. Websites are a great way to orient prospective and new employees and residents to existing transportation options. A website can also provide a platform to support marketing, community outreach, programs, and events (e.g., Bike Month, Employee Commute Challenge, incentive programs, Bike Buddy, etc.)

Key Details

A "one-stop shopping" bicycling website provides a convenient clearinghouse for all things bicycling, which aids in marketing and promoting bicycling to new riders. The website will require ongoing maintenance to ensure that all content is up to date, relevant, and complete, especially with regard to Georgia laws for bicycling and PCIDs' goal to promote transportation options throughout its infrastructure.

Potential Implementers

- PCIDs
- Perimeter Connects

Cost

Cost assumptions: main page and up to 10 sub-pages, English only

Labor: 100 hours for copy writing, web development, and graphic design; 4 hours/month for ongoing maintenance and updates

Expenses: $10/year for domain name; hosting not included

Links and Resources

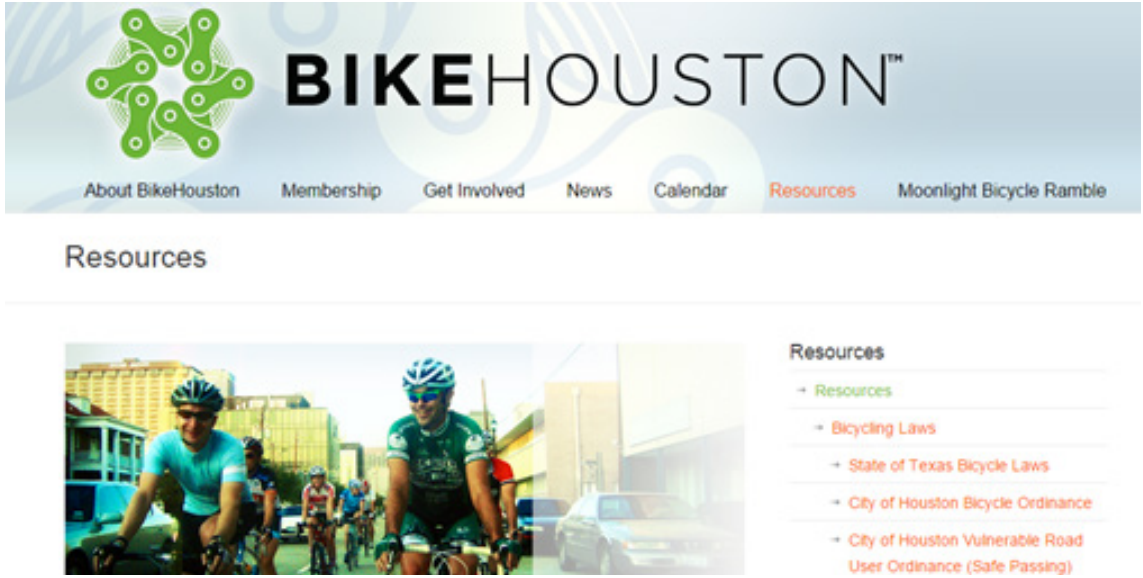
Crystal City BID Bike Information Webpage: http://crystalcity.org/active/ride

Living Streets Alliance: http://www.livingstreetsalliance.org/

PERIMETER QUICK POINTS

BICYCLING WEBSITE

- An informative website that communicates the bike friendly attributes of Perimeter can be an effective recruiting tool for prospective businesses and employees alike.



BICYCLE FRIENDLY BUSINESS PROGRAM

Description

Bicycle friendly business programs recognize businesses for encouraging employees, customers, and community members to bike. Bicycle friendly business programs can also provide support to interested businesses. Bicycle Friendly Business Programs will help Perimeter businesses attract and retain employees, and also support the productivity and health of employees. Bicycle friendly workplaces reduce employees' spending on transportation and medical costs, while bicycle friendly retail establishments cultivate strong customer loyalty.

Key Details

Businesses that offer bicycle-friendly amenities to employees and/or customers can apply to receive bronze, silver, gold, or platinum level recognition from the League of American Bicyclists for their efforts. Businesses are recognized for activities that address the 4 E's (encouragement, engineering, education, and evaluation), such as the following:

- Cash or other incentives for employees who bike;
- Secure bike parking for employees and customers;
- Loaner bikes, repair stations, and/or end-of-trip facilities (e.g., showers, lockers) for employees; and
- Staff bicycling classes, rides, and/or events

Potential Implementers

- Perimeter Connects
- PCIDs businesses and property owners

Cost

TMA staff time 1/3 to 1/2 -time coordinator ($20,000 - $30,000) for initial organization and promotion, dropping to 1/4 time or less to administer in subsequent years

Links and Resources

League of American Bicyclists: Bicycle Friendly Business Program - http://bikeleague.org/business

Downtown Tampa's Bicycle Friendly Business Program http://www.tampasdowntown.com/getting-around/bike-and-walk/bike-friendly-tampa.aspx

PERIMETER QUICK POINTS

BIKE FRIENDLY BUSINESSES

- Bicycle Friendly Business and Community designations are recognized nationwide and are very effective branding to prospective employees and businesses alike.

BIKE SHARE

Overview

Bike share is designed to provide a cost-effective, environmentally-friendly, and convenient travel option for many short trips. A bike share system typically consists of a fleet of user-friendly and robust bikes placed at conveniently-located stations. Bike share is a relatively inexpensive and quick infrastructure extension to a city's public transportation system.

Bike share systems are typically structured to operate like automated bike rental for short periods. The structure encourages shorter, spontaneous trips whereby users check out bikes, ride them for a short period of time (typically 30 minutes or less), and return them to any station in the system for someone else to use. Most systems employ some form of pricing schedule that encourages short, frequent trips and discourages bikes being in use for long periods of time. The focus is getting to nearby destinations quickly and conveniently. Generally, it does not compete with bike rental, which is for those interested in using a bicycle continuously for longer periods of time.

Bike share systems also operate using a membership structure. Memberships are either annual, with registration typically via a website, or short-term, such as 24-hour or weekly passes via the kiosk at the bike share station. Member accounts are connected to credit cards and allow for frequent use of the system during the period of membership.

Another model of bike share is a non-commercial, private fleet model, which is usually managed by a large employer at a corporate campus or within a particular office complex. Access to shared fleet bikes is limited to employees or visitors to that complex and is not promoted to the general public. An example of this model would be at Google's Mountain View, California, campus. Other Silicon Valley companies with bike share systems on their large campuses include Apple, Facebook, and LinkedIn.

In terms of operational settings, bike share is proven to be flexible in terms of scale and context. Cities, business districts and campuses have all used bike share to achieve their transportation goals. Cities like Chicago have as many as 3,000 bikes at 300 stations, while Chattanooga has a system 1/10 that size. Some college campuses, such as Washington State University have as few as 140 bikes.

✔	**Primary Responsibility**
✓	**Secondary Responsibility**

	Time Frame			Responsible Parties											
				Public						Private					
	Immediate (1-2 years)	Mid (3-4 years)	Long (5+ years)	PCIDs	Perimeter Connects	Muncipalities	MARTA|MARTA|GRTA	ARC	GDOT	Office Property Owners	Office Tenants/Employers	Retail Property Owners	Retail Tenants/Employers	Residential Developers	Residential Managers
Develop supporting facilities that will make bicycling more convenient to Perimeter workers, residents, and visitors															
Work with municipalities to adopt zoning and land development incentives for showering and changing facilities on private property	✔			✔		✔				✓		✓			
Work with municipalities to adopt zoning and land development incentives for short term bike parking on private property	✔			✔		✔				✓		✓		✓	
Work with municipalities to adopt uniform bicycle traffic and sidewalk rules across PCIDs	✔			✔		✔				✓		✓		✓	
Dedicate funding for and begin providing Bicycle Implementation Site Assessments for parking, showers, etc.	✔			✓	✓		✓			✔		✔			
Review needs and plan for development of bike parking in public spaces	✔			✔		✔	✔				✓		✓		✓
Devlelop Performance Standards and identify potential locations for **Perimeter Spoke•Point Pavilions**	✔			✔	✓					✔		✔		✓	
Source and implement bike repair stands convenient to Commuter Trails		✔		✓	✔					✓		✓			

Conditions for Bike Share in Perimeter

Market and User Potential

PCIDs have the market conditions to eventually support bike share. The Perimeter sub market is home to 10,450+ companies and 134,600+ employees, and represent the largest office market in the Atlanta region with several Fortune 500 companies. Additionally, the PCIDs have a growing residential base of townhomes and apartments and growing numbers of hotels bringing in overnight visitors.

Employees, residents, and visitors are all ideal and typical user groups of bike share systems. The fact that they are all found within the PCIDs suggests the market conditions are right for bike share to operate successfully as the public perception of bicycling conditions change with the development of the PCIDs Commuter Trail System, other infrastructure enhancements, and the implementation of support facilities and programs described elsewhere in this *Bicycle Implementation Strategy*.

The PCIDs are also a major retail and restaurant market attracting shoppers and visitors from around the region. The Perimeter Mall, Perimeter Village, Perimeter Place, and adjacent retail shopping centers represent major destinations for visitors, shoppers, employees and residents. Bike share can enhance access to these businesses in the PCIDs, as well as enhance access to jobs for employees at these businesses.

Transit Service

Bike share often serves as an extension of bus and rail transit service. A typical five-minute walk from a transit station can be a quarter mile in length. An equivalent five-minute bike ride can be a mile to a mile and a half in length. Co-locating transit service and bike share stations can increase the convenience of choosing transit for a trip to, from, or within PCIDs.

The PCIDs are served by four MARTA rail stations (Medical Center, Dunwoody, Sandy Springs, and North Springs), as well as several MARTA bus lines. These four stations can serve as hubs of a bike share system within the CIDs.

Bike Infrastructure

Providing dedicated space for people to ride bikes is important for the success of a bike share system in PCIDs. Bike share users are not as road-savvy as regular bicycle commuters or dedicated recreational riders, and need to feel comfortable and safe in order to ride. PCIDs' continuing investment in the Commuter Trails System and on-street bike lanes, will help provide the infrastructure necessary for bike share's eventual success. The PCIDs *Commuter Trail System Master Plan* is being used to guide implementation and expand the bikeway network within the Perimeter to accommodate a wide range of bike riders, and the support facilities and programs described in this *Bicycle Implementation Strategy* will all contribute to an environment where bike share will be an attractive amenity. As the network is developed, particularly as pathways come on-line that connect high concentrations of employment to the MARTA stations, the comfort and convenience of using bike share will increase.

Bike Share Recommendations

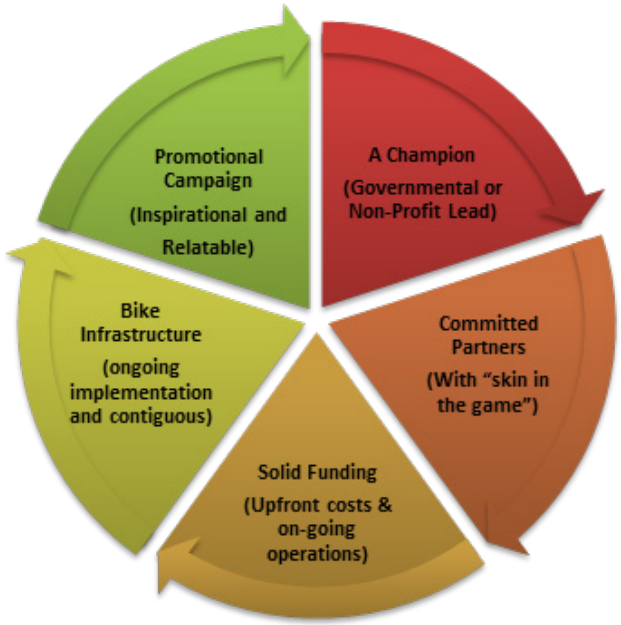
No matter the system size and no matter the equipment used, there are five key focus areas that will be needed for the successful implementation of bike share in Perimeter. They include a champion, committed partners, solid funding, bike infrastructure, and a promotional campaign. The sections that follow provide recommendations on how each of these five areas can be addressed to launch and operate a successful bike share system in PCIDs.

A Champion

The PCIDs are in an ideal position to lead the procurement and coordination of a commercial bike share within the PCIDs. Because of PCIDs' role in coordinating infrastructure projects, facilitating economic development, and coordination with property owners, businesses, regional and state agencies, transit providers and municipalities, the PCIDs are uniquely positioned to oversee the eventual implementation of bike share within the district.

Committed Partners

As a self-taxing district, PCIDs already have engaged a committed base of property owners and businesses working to improve the quality of life and economic growth in the district. A key focus of PCIDs is funding transportation improvements. Bike share has many benefits that can support transportation goals such as access to jobs, transit, shopping, reducing the number of vehicle trips in the district, reducing congestion, and expanding transportation options within the CID, particularly for short trips. PCIDs members could support bike share through sponsorship, providing locations for bike share stations, or encouragement through employer programs, as examples.



Solid Funding

There are two main sources of investment for bike share. One investment is in the capital costs of a bike share system. These costs include the bikes, station equipment and backend technology infrastructure, such as a system website. The second investment is in the operations and maintenance of the system.

Every bike share system uses a slightly different funding strategy. Almost all bike share systems have some form of user generated revenue. The amount of user revenue is dependent on several factors including market demand (number of memberships) and the pricing structure.

Like most public transportation services, user-generated revenue doesn't cover the full capital and operational costs. Bike share systems have successfully used sponsorship and advertising sales or public and private grants to close the funding gap.

Bike share user demand likely isn't as high as in major city markets like New York or Chicago. The bike share systems in these markets are able to generate a significant amount of user revenue. Sponsorship and advertising values are also higher in these larger city markets.

Because of the market size of the PCIDs and likely lower trip generation than larger systems, user-generated revenue will likely be a smaller part of the revenue needed to launch and operate a bike share system in its boundaries. A system in PCIDs will have to rely more heavily on a mix of sponsorship revenue and/or grants. Successful procurement of sponsorship and/or grant assistance will be greatly aided by the continuing development of PCIDs bicycle infrastructure via the *Commuter Trails System Master Plan*, the development of support facilities, and the education and

encouragement programs described in this *Bicycle Implementation Strategy*.

When the PCIDs are closer to implementing bike share, a bike share feasibility study could be conducted to identify the best business model for a bike share system in the PCIDs as well as the anticipated pro forma for operating a bike share system in the Perimeter market.

Bike Infrastructure

Dedicated bike infrastructure is key to a successful bike share system. Bike infrastructure networks need to connect to major destinations and be direct and convenient. They also have to make people feel safe.

PCIDs is working on implementing just this type of bikeway network as part of the PCIDs *Commuter Trail System Master Plan*. Several Commuter Trail segments are under development and many miles of bike lanes are already in place. The development of the Commuter Trails System is prioritized to provide connections between MARTA rail stations and nodes of high employment concentration within PCIDs. This strategic development of the bikeway system will support the gradual implementation of a bike share system that first serves these key travel corridors and will grow into more comprehensive coverage as the bikeway system grows and as the perception of bicycling conditions changes across Perimeter.

Promotional Campaign

A promotional campaign is a key element of a successful bike share system, particularly during the launch phase of the system. A promotional campaign can help explain what bike share is and how it operates, attract potential members, and raise awareness about the benefits of a bike share system, even if you are not a system user. The promotional campaign can also be used to attract and secure potential sponsors of a system. Sponsors can be focused on just one bike share station or they can be a system-wide sponsorship.

As the Trail System comes on line and specific corridors are considered for initial bike share development, a promotional campaign should be developed to promote the general growth of bicycling opportunities in Perimeter, including Bike Share. The promotional campaign can be a shared effort between PCIDs and Perimeter Connects. PCIDs can work on promotion and securing of funding for a bike share system, including securing commitments for sponsorship from members. The Perimeter Connects can work on promoting the system and generating interest in memberships for the system.

Operations and Launch

The final step is for PCIDs to launch a bike share system once several strategic links of the Commuter Trails Network are brought online. Given the size of the Perimeter market and the capacity and focus of the PCIDs, it is recommended that PCIDs select a bike share vendor and operator to launch and manage a commercial bike share system in the Perimeter. At the appropriate time, PCIDs should be the entity to issue a Request for Proposal to solicit bids from interested bike share vendors and operators.

Once a vendor and operator are selected, PCIDs and Perimeter Connects should develop and launch a promotional campaign to promote the new system to users and secure memberships (assuming the membership model is ultimately selected).

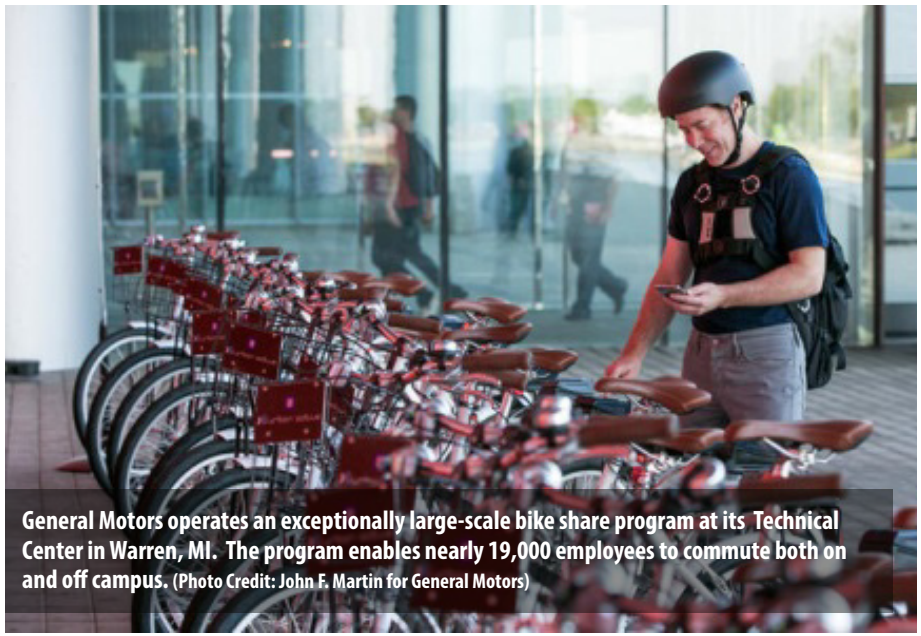
Fleet Bikes

An interim step to consider as the bicycle infrastructure network is still under development is identifying specific corporate campuses or office complexes that would be interested in developing site-specific Fleet Bike operations. Fleet Bikes are shared bicycles linked to a smaller network

of trip origins—as little as one building—but could be shared for lunchtime and short errand trips by workers from that building. Fleet bikes would be returned to the same location (or another within the same complex or campus) but could not be returned elsewhere, such as at MARTA stations. The number of bikes available at a particular location may be limited to between two and five (experience of higher demand may be an indicator that a broader bike share system is needed). Fleet Bikes could be a way to promote short daytime errand and recreational trips from offices situated in close proximity to the first Commuter Trail System pathway as they become operational. Fleet Bikes could also be procured by residential developments for shared use by new residents or visitors and at Perimeter Area hotels. Perimeter Connects should take the lead on promoting the Fleet Bike concept among businesses as individual Commuter Trail segments come on line, and a contractor could be identified to provide specific recommendation for interested participants as part of the Bicycle Implementation Site Assessments program.

Cost

The startup and administrative costs associated with bike share are highly variable depending on the business model ultimately selected. A fleet bike program could be initiated with the purchase of bikes for $300-500 each and a maintenance contract with a local bike shop and share of an administrative position for coordination.



General Motors operates an exceptionally large-scale bike share program at its Technical Center in Warren, MI. The program enables nearly 19,000 employees to commute both on and off campus. (Photo Credit: John F. Martin for General Motors)

Establishment of simple commercial bike share program could be done with minimal capital outlay and a contract with a bike share company. For example, Town Center Area CID in Cobb County launched a four-station, 20-bike system in the Fall of 2015. The CID worked with the County to install four concrete slabs on which to mount 10-12-bike capacity stations for an estimated cost of $3000 per slab. The CID then contracted with a commercial bike share provider to operate the system, and to provide and maintain both bikes and bike station hardware at a cost of $77,000 over two years. The program enrolled 450 members in the first month of operation. The selected business model allows bikes to be used for free for the first hour and at a rate of $3 per hour afterward.

Estimates of capital outlay for independently developing a bike share station range from $30,000 to $40,000 per station for the slab, hardware and 8-10 bikes. Enhancements at stations, such as a Perimeter Spoke•Point Pavilion will increase the initial capital cost.

SECTION 5: MUNICIPAL CODE AND POLICY RECOMMENDATIONS

The Strategic Initiatives described within Section 6 will be implemented through a concerted effort by many partners from both the private and public sectors. There are several additional specific steps that should be taken by the Cities of Brookhaven, Dunwoody, and Sandy Springs in order to effect uniform progress towards a more bicycle-friendly—and thus more competitive—Perimeter in the decades to come. By formally accepting this and other plans by PCIDs, encoding incentives for private development of bicycle support facilities, and adopting uniform traffic rules for bicycling, the three municipalities who together govern the Perimeter Community Improvement Districts will give official backing and authority to the vision outlined for Perimeter's future.

FORMAL ACCEPTANCE OF PCIDS BICYCLE INITIATIVES

PCIDs has established a vision for its future in which bicycling plays a central role as both a mode of transportation and a feature of an active lifestyle. The Commuter Trail System Master Plan established a vision of an interconnected network of high-quality pedestrian and bicycle facilities to facilitate connections between Perimeter workplaces and MARTA stations, retail and dining. These pathways have been conceived to provide separate spaces for bicyclists and pedestrians. Formal acceptance of Master Plan by Perimeter's cities will help strengthen the expectation that the envisioned facilities will be developed in the indicated corridors as opportunities arise through redevelopment of roadway reconstruction.

Formal acceptance of this Bicycle Implementation Strategy will make clear to City staff, residents, and the business community alike that the municipalities are committed to a participating in the strategic initiatives outlined in this document where there cooperation has been identified as necessary.

Additionally, Perimeter's municipalities and GDOT should commit to maintaining on-street bicycle facilities, sidewalks, and pathways developed along roadways for which they have responsibility, and consistently budget the necessary funds for this maintenance.

INCENTIVES FOR BICYCLE SUPPORT FACILITIES

So that private participation in the development of support facilities such as bicycle parking areas, showering and changing areas, Perimeter Spoke•Point Pavilions, and bike share stations will be embraced by Perimeter developers and property owners, Perimeter's municipalities should include incentives within their codes that will encourage private investment in these facilities. The following sections describe the existing code language related to bicycle parking and recommend specific incentives that will make bike parking and other support facilities attractive features for developers to include on their sites.

BICYCLE PARKING IN EXISTING LOCAL CODES

Perimeter CIDs

Perimeter Community Improvement Districts have published open space standards, which detail specific models of bike parking hardware approved for use in public space within Perimeter. The

standards indicate two models of post-and-loop style bike racks for use as short-term bicycle parking and two models of bike lockers for use in long-term parking applications. The standards do not yet require or otherwise indicate when bike parking is to be installed, and do not indicate any expectations or requirements for private developments.

City of Sandy Springs
Sandy Springs identifies two overlay districts within its zoning code, one of which is the Perimeter Overlay District, and covers the entirety of the Fulton County PCID. The sections of the zoning code that describe requirements for the Perimeter Overlay District (12.B.1.6) do not mention bicycle parking requirements, but do refer to the Public Space Standards developed by PCIDs. The City's other overlay district, the Sandy Springs district, does require one bicycle parking space for each 20 motor vehicle spaces on a site within the district. Throughout the rest of the City, city staff often ask developers to consider bicycle parking at a similar 1 to 20 ratio, but the code does not actually require the inclusion of bike parking, nor does the code establish a particular incentive value citywide.

City of Dunwoody
Dunwoody has no specific requirements for bike parking within its code. It does, however encourage bicycle parking in developments throughout the city with a code provision (27-205) which allows credits to motor vehicle parking requirements if bike parking is installed. Specifications are given, but they only apply if this option is chosen to claim a motor vehicle parking credit. The code has a section reserved for a PCIDs overlay district (27-86), but as of June 2015 it still is in the process for adoption.

City of Brookhaven
Brookhaven has included bicycle parking requirements in its Brookhaven-Peachtree Overlay District (27-728.15.10) at a ratio of one bicycle space per 20 motor vehicle spaces, with a minimum of 3 and a maximum of 50. As of June 2015, Brookhaven has neither a general bicycle parking requirement nor an overlay district that includes Perimeter.

MUNICIPAL CODE RECOMMENDATIONS:

Shifting and/or inducing travel to the bicycle mode is beneficial to not only PCIDs members, but also to the municipalities, their residents and businesses, and the surrounding transportation infrastructure. Accordingly, the following are recommended to help incentivize provision of key bicycle facilities. The incentives are recommended in the context of a motivating incentives with a rational nexus anticipating the future of the Districts. The building density credits are based on the presumption that area does not "generate" motor vehicle trips, it merely (beneficially) transforms the (building) activity.

Bicycle commuting facilities such as showers/lockers/changing areas should be credited towards the development's building square footage up to a factor of 10 times the square footage of the commuting facility's square footage. Factoring shall be based upon the comprehensiveness of the facility to accommodate commuting needs.

Provision of bicycle parking should enable the developer to receive parking space credits up to five (5) vehicle spaces for each bicycle space. The highest factoring shall consider security and (roof) coverage afforded the bicycle parking spaces. In lieu of parking credits, the developer may elect building density credits where allowed.

Traffic impact studies should provide credits (from assigned motor vehicle traffic) for an assumed mode shift equal to the percentage of bicycle parking provided.

Perimeter Spoke•Point Pavilions enable the developer to receive vehicular parking

credit for up to 10 times the number of bike spaces and up to double the mode share percentage listed above. In lieu of parking credits, the developer may elect building density credits where allowed.

Provision of bike share station infrastructure should enable credits up to 50 times the (internal) building square footage, or up to 10 parking spaces times the number of docking stations. The highest factoring shall consider the convenience and prominence of the bike share station. In lieu of parking credits, the developer may elect building density credits where allowed.

BICYCLES IN TRAFFIC LAWS

In Georgia, the bicycle is legally defined as a vehicle. Bicyclists have the same rights to the roadways, and must obey the same traffic laws as the operators of other vehicles. These laws are highlighted in the information below.

With few exceptions, there is only one road and it is up to bicyclists and motorists to treat each other with care and respect. Strict adherence to the law is the foundation for this respect.

Traffic regulations are generally the purview of Georgia code. There are some locally specific variations. The following sections highlight features of both state and local codes, followed by recommendations for how to achieve greater uniformity across the Perimeter's multiple jurisdictions.

STATE TRAFFIC LAW HIGHLIGHTS

Bicycle Regulations [40-6-290, 40-6-292, 40-6-296 Georgia Code]

A bicyclist must obey all traffic controls and signals.

A bicyclist must use a fixed, regular seat for riding.

No bicycle may be used to carry more persons at one time than the number for which it is designed or equipped, except adults may carry children in a backpack.

At least one hand must be kept on the handlebars while riding.

Parents and guardians must not knowingly allow a child or minor ward to violate any provision of this section.

Every bicycle must be equipped with a brake which will enable the operator to make the braked wheels skid on dry, level pavement.

No person operating a bicycle shall carry any package, bundle, or other article which prevents him from keeping at least one hand upon the handlebars.

Sidewalk Riding [40-6-144 Georgia Code]

In Georgia, it is generally illegal to ride a bicycle on the sidewalk. Local community governments can make it legal for children 12 years old or younger to ride on sidewalks. In the Perimeter, none of the municipalities which overlap the PCIDs have exercised this option. The cities of Dunwoody and Sandy Springs have each written in sections to allow broader sidewalk access (see Local Ordinances).

Lighting [40-6-144 Georgia Code]

Every bicycle when in use at nighttime shall be equipped with a light on the front which shall emit a white light visible from a distance of 300 feet to the front and with a light on the back which shall emit a red light visible from a distance of 300 feet to the rear.

Any bicycle equipped with a red reflector on the rear that is approved by the Department of Public Safety shall not be required to have a light on the rear of the bicycle.

Roadway Position [40-6-294 Georgia Code]

Any person operating a bicycle in a bicycle lane shall ride in the same direction as traffic on the roadway.

Every person operating a bicycle upon a roadway shall ride as near to the right side of the roadway as practicable, except when turning left or avoiding hazards to safe cycling, when the lane is too narrow to share safely with a motor vehicle, when traveling at the same speed as traffic, or while exercising due care when passing a standing vehicle or one proceeding in the same direction.

"Hazards to safe cycling" include, but are not limited to, surface debris, rough pavement, drain grates which are parallel to the side of the roadway, parked or stopped vehicles, potentially opening car doors, or any other objects which threaten the safety of a person operating a bicycle.

Persons riding bicycles upon a roadway shall not ride more than two abreast except on bicycle paths, bicycle lanes, parts of roadways set aside for the exclusive use of bicycles, or when a special event permit issued by a local governing authority permits riding more than two abreast.

Whenever a usable bicycle path has been provided adjacent to a roadway and designated for the exclusive use of bicycle riders, then the appropriate governing authority may require that bicycle riders use such bicycle path and not use those sections of the roadway so specified by such local governing authority. The governing authority may be petitioned to remove restrictions upon demonstration that the bicycle path has become inadequate due to capacity, maintenance, or other causes. The City of Brookhaven does have sections in its code to this effect (see Local Ordinances).

Left Turns

A bicyclist intending to make a vehicle left turn is entitled to full use of the lane from which the turn is made. After scanning, signaling and moving to the right portion of that lane, the bicyclist must check the traffic signal, then proceed when it is safe to do so. [40-6-120 Georgia Code]

In addition to the normal left turn, a bicyclist may proceed through the right-most portion of the intersection and turn as close to the curb or edge as possible at the far side. After complying with any official traffic control device the bicyclist may proceed in the new direction of travel.

A bicyclist may dismount and walk through an intersection in the crosswalk as a pedestrian.

Signaling Turns [40-6-123, 40-6-291 Georgia Code)

A signal of intention to turn right or left or change lanes when required shall be given continuously for a time sufficient to alert the driver of a vehicle proceeding from the rear in the same direction or a driver of a vehicle approaching from the opposite direction. No person shall so turn any vehicle without giving an appropriate and timely signal.

No person shall turn a vehicle at an intersection or otherwise turn a vehicle from a direct course or change lanes or move right or left upon a roadway unless and until such movement can be made with reasonable safety.

Any person operating a bicycle may signal a right turn with his or her right arm and hand extended horizontally or with his or her left hand and arm extended upward.

Yielding to pedestrians on trails [40-6-93 Georgia Code]

Bicyclists shall exercise due care to avoid colliding with any pedestrian, and shall exercise proper precautions upon observing any child or any obviously confused, incapacitated, or intoxicated person.

Helmets

No person under the age of 16 years shall operate or be a passenger on a bicycle on a highway, bicycle path, bicycle lane, or sidewalk under the jurisdiction or control of

this state or any local political subdivision thereof without wearing a bicycle helmet.

LOCAL TRAFFIC LAWS

The rules for bicycle operation are generally established within the Official Code of Georgia, highlights of which are described within the next section. These rules are adopted by reference into the codes of local municipalities. Local municipalities are given the option to add local specific regulation by the State code. Each of the cities of Sandy Springs, Brookhaven, and Dunwoody have some locally specific bicycle regulations within their codes.

Dunwoody has language in its code (Section 30-5) that seems to allow for the possibility of all bicyclists, not just children, riding on sidewalks, provided they yield to pedestrians. It allows the city the option to prohibit bicycles form specific sidewalks. Sandy Springs has almost identical language (Section 58-5). It should be noted that these ordinances seems to conflict with the authority local governments are allowed with regard to authorizing bicycles on sidewalks by the Official Code of Georgia 40-6-144, which only authorizes local governments to allow the operation of bicycles on sidewalks by persons 12 years old or under.

Brookhaven's code regulates bike parking to minimize interference with pedestrian traffic (Section 17-191); and also prescribes specific yielding (Section 17-192(a)) and passing (Section 17-192(b)) requirements to bicyclists on paths and roadways. The Brookhaven code also has language requiring bicyclists to use a bike lane or pathway instead of the adjacent roadway lanes (Section 17-192(c)). Additionally, the code allows the city the right to prohibit bicycling on specific roadways (Section 17-192(d)) and prescribes how bicyclists are to handle a variety of turning movements (Section 17-193).

TRAFFIC CODE RECOMMENDATIONS

It is recommended that PCIDs coordinate with the municipalities to establish a uniform set of bicycle rules for operating on sidewalks and roadways within PCIDs including the following:

- Bicycling on sidewalks should be prohibited within PCIDs, except by children 12 and under. Pedestrian needs are a high priority in Perimeter, even as increased bicycle riding is being promoted. The PCIDs Commuter Trails Master Plan was developed to include a typical trail cross section that separated bicycles and pedestrians, and sidewalks are not designed to function as bicycle facilities. In communities and states where bicycle riding is generally allowed, it is often prohibited in central business districts and other areas with high pedestrian activity. While young children are not a primary user group in the office- and retail-focused Perimeter area, it would still be appropriate to allow their use of bicycles on sidewalks, given the high traffic volumes on roadways and anticipated future high bicycle volumes on trails.
- Bicyclists should be free to ride in the general purpose lanes of Perimeter roadways, whether or not there is an adjacent bike lane or pathway. The vision of Perimeter's future includes a broad bicycling cohort including casual riders and those comfortable riding in the roadway. Each rider should have the option to choose the facility that best suits the needs of his or her specific trip purpose and his or her comfort level. As bicycle ridership increases with the development of new infrastructure and encouragement programs, the range of users will also increase. Experienced riders and commuters may want to move faster than beginners or those going to lunch.

It is also recommended that PCIDs coordinate training for local law enforcement regarding the revised Perimeter-specific bicycling regulations once they are implemented, so that police personnel may become important partners in educating Perimeter bicyclists of their role in making safe bicycling an important element of travel within Perimeter.

Links and Resources

The most current and complete traffic codes can accessed online at the following locations:

Official Code of Georgia
http://www.lexisnexis.com/hottopics/gacode/Default.asp

Brookhaven Code of Ordinances
http://www.brookhavenga.gov/city-government/code-of-ordinances

Dunwoody Code of Ordinances
https://www.municode.com/library/ga/dunwoody/codes/code_of_ordinances

Sandy Springs Code of Ordinances
https://www.municode.com/library/ga/sandy_springs/codes/code_of_ordinances

APPENDIX A: STRATEGIC INITIATIVES AND GOALS MATRICES

The following tables illustrate which of the goals outlined in Section 2 will be served by implementation of the specific initiatives described in Section 4. A solid diamond indicates a primary goal which will be directly served by the recommended initiative. An open diamond indicates a secondary goal which will be indirectly served by the recommended initiative.

♦	**Primary Goal Served**
◊	**Secondary Goal Served**

	Perimeter @ the Center Goals							
	Exceed Market Expectations for Premier...							
	...Office Properties	**...Retail Properties**	**...Residential Properties**	**Support Perimeter's Future Growth**	**Engage Key Stakeholders**	**Facilitate Public/Private Partnerships**	**Support Perimter's Transformation to an Urban Center**	**Become a Model for Other Suburban Communities**
Develop supporting facilities that will make bicycling more convenient to Perimeter workers, residents, and visitors								
Work with municipalities to adopt zoning and land development incentives for showering and changing facilities on private property	♦	♦	♦	♦	♦	♦	♦	♦
Work with municipalities to adopt zoning and land development incentives for short term bike parking on private property	♦	♦	♦	♦	♦	♦	♦	♦
Work with municipalities to adopt uniform bicycle traffic and sidewalk rules across PCIDs	♦	♦	♦	♦	♦	♦	♦	♦
Dedicate funding for and begin providing Bicycle Implementation Site Assessments for parking, showers, etc.	♦	♦	◊	♦	♦	♦	♦	♦
Review needs and plan for development of bike parking in public spaces.	♦	♦	♦	♦	◊	◊	♦	♦
Devlelop Performance Standards and identify potential locations for **Perimeter Spoke• Point Pavilions**	♦	♦	◊	♦	♦	♦	♦	♦
Source and implement bike repair stands convenient to Commuter Trails	♦	♦	◊	♦	♦	◊	♦	♦
Source and distribute bike repair equipment	♦	♦	◊	♦	♦	◊	♦	♦
Recruit bicycle repair and sales businesses to Perimeter	♦	♦	♦	♦	♦	◊	♦	♦

♦	Primary Goal Served
◊	Secondary Goal Served

	Perimeter @ the Center Goals							
	Exceed Market Expectations for Premier...							
	...Office Properties	...Retail Properties	...Residential Properties	Support Perimeter's Future Growth	Engage Key Stakeholders	Facilitate Public/Private Partnerships	Support Perimter's Transformation to an Urban Center	Become a Model for Other Suburban Communities
Develop programs and other initiatives to educate Perimeter workers, residents, and visitors of the opportunities for bicycling available in Perimeter, and how to safely take advantage of those opportunities.								
Develop and Publish PCID Bike Maps	♦	♦	♦	♦	◊	◊	♦	♦
Develop PCIDs Bike Information Website	♦	♦	♦	♦	◊	◊	♦	♦
Organize Commute Challenge Competitions	♦	♦	♦	◊	♦	♦	♦	♦
Organize Bike Month Activities	♦	♦	♦	◊	♦	♦	♦	♦
Develop and Conduct Media Campaign	◊	◊	◊	♦	♦	♦	♦	♦
Launch Employer Incentive Programs	♦	♦	◊	♦	♦	♦	♦	♦
Conduct Equipment Giveaways	♦	♦	♦	◊	♦	♦	♦	♦
Establsih Bicycle-Friendly Business Program	♦	♦	◊	♦	♦	♦	♦	♦
Establish Reward/Discount Programs at Local Businesses	♦	♦	◊	♦	♦	♦	♦	♦
Organize Bike Rides in conjunction with implemntation of Commuter Trail segments.	♦	♦	♦	◊	♦	♦	♦	♦
Coordinate Bike Buddy Programs	♦	♦	♦	◊	♦	♦	♦	♦
Develop model for and implement Perimeter's Bicycle Rider Assurance Guarantee	♦	♦	♦	◊	♦	♦	♦	♦

♦	Primary Goal Served
◊	Secondary Goal Served

	Perimeter @ the Center Goals							
	Exceed Market Expectations for Premier...							
	Office Properties	Retail Properties	Residential Properties	Support Perimeter's Future Growth	Engage Key Stakeholders	Facilitate Public/Private Partnerships	Support Perimter's Transformation to an Urban Center	Become a Model for Other Suburban Communities
Develop Bike Share Options Appropriate to the Perimeter Market								
Work with Municipalities to adopt zoning and land development incentives for Bike Share Station locations on private property	♦	♦	♦	♦	♦	♦	♦	♦
Identify private partners to organize Fleet Bike programs for employees in close proximity to commuter trails as they are developed	♦	♦	◊	♦	◊	♦	◊	◊
Identify private partners to host Bike Share stations in close proximity to Commuter Trails as they are developed	♦	♦	◊	♦	◊	♦	♦	♦
Secure bike share vendor and operator	♦	♦	◊	♦	♦	◊	♦	♦
Promote Bike Share (see programs)	♦	♦	♦	♦	♦	◊	♦	♦
Bike Share user education (see programs)	♦	♦	♦	♦	◊	◊	♦	♦

APPENDIX B: BICYCLE SAFETY TIPS

The following section is provided as material that can be taken and used in various collateral or digital publications to introduce the public to important bicycle safety practices.

Bicycle safety begins with bicyclists. As more bicycle infrastructure is developed around Perimeter, more Perimeter area workers, residents, and visitors consider riding along Perimeter's trails and roadways. As such, operator safety will be of paramount importance to maintaining the momentum of the area's transformation. This *Bicycle Implementation Strategy* recommends numerous initiatives in which information about bicycling safety can be shared with the public including group rides, brown-bag workshops, bike maps, media campaigns, and a bike information website. The following bicycle safety tips can form the core of the messages developed for distribution via any of these media.

One important point research has shown us: People don't always notice what they can see. They pick out things they think are most important and ignore other things.

So what? Here's why this is important to you as a bicyclist...

The best way to avoid a crash is to be noticed by motorists. And the best way to do that is to ride in an obvious and PREDICTABLE way.

Ride with traffic

Motorists look for traffic where they expect to see it. They don't expect to see traffic going down the wrong side of the road, so they don't look for it there.

If you're riding against traffic, that means you will surprise a lot of people. The more people you surprise, the more likely it is you'll get into a crash.

If you've grown up believing that it's safer to ride against traffic because you can "see the cars coming", think again. Wrong way riding is a big cause of car/bike crashes!

Stop for stop signs and red lights

Since motorists usually stop for stop signs and red lights, they expect others to stop too. If you don't stop, you increase your chances of getting hit.

Let others know what you are going to do

The best cyclists and best motorists "talk" to each other. They signal their turns and merges. They know staying alive means letting others know what they want to do. By the way, as a bicyclist you can signal a turn by pointing the way you want to go.

If you're going to stop in an unusual place, hold your left arm out and down. That's the stop or slow signal. If you want someone else to go first, wave them on. That's what drivers do and you're the driver of a vehicle too.

Ride in a predictable place

Where you are on the road can say a lot about what you intend to do.

For example, if you're in a left turn lane, people will expect you to turn left. If you want to turn right, keep well over to the right side of the road. If you are going straight, try to keep out of right turn lanes.

Keep your eyes moving

When you ride, look down the road to see where you'll be in 12 seconds. If you see something you don't like, decide what to do before you get there.

Use decent lights and reflectors at night

Many serious crashes happen after dark. Most of them happen to bicyclists who ride without lights. If you are going to ride at night, the best way to stay alive is to be seen. Invest in a good set of lights that allow you to be seen by drivers and also allow you to see the pavement ahead of you.

What you wear can make a difference:

If you wear drab colors while cycling, you may blend in with the background. Check out some of the "dayglow" colors like bright orange or lime green/yellow. A safety vest is an easy way to add some visibility to your wardrobe for cycling.

At night, wear retroreflective of "high-visibility" clothing to provide extra visibility.

Something to think about: One U.K. study found that motorists gave more room to cyclists who wore bright lime green/yellow jackets than those who wore dull colors.

Forget the headphones. If you are riding in traffic, you need to know what's going on around you. That means looking and listening. If you're listening to your favorite song, how well can you hear what's going on around you? Not very well. Put the headphones away until you get where you are going.

Things to remember about motor vehicles and their drivers

Cars and trucks have blind spots – places where the drivers can't see well. A big one is at the right rear corner.

No one can stop a car "on a dime." Trucks take even longer to stop.

Sprinkle
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RESOLUTION NO. _____

STATE OF GEORGIA
COUNTY OF FULTON

A RESOLUTION TO SUPPORT THE PERIMETER COMMUNITY IMPROVEMENT DISTRICTS (PCID) BICYCLE IMPLEMENTATION STRATEGY

WHEREAS, the Perimeter Community Improvement Districts (PCIDs) completed a Bicycle Implementation Strategy in 2016 to support Last Mile Connectivity in the Perimeter Business District,

WHEREAS, the Bicycle Implementation Strategy identifies facilities and programs to support bicycling for travel and recreational use,

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF SANDY SPRINGS, **GEORGIA**

Supports further consideration of the strategies identified in the Bicycle Implementation Strategy and will coordinate with the PCIDs to refine the strategies.

RESOLVED this the 20th day of September, 2016.

Approved:

_____
Russell K. Paul, Mayor

Attest:

_____
Michael Casey, City Clerk
(Seal)