



## Richmond Sustainability Plan – Initiatives

### Economic Development Initiatives

#### Goal: Support a Vibrant and Sustainable Economy

##### Objectives & Initiatives

★ = Ranked in top 3; selected for plan

#### Create Opportunities for Richmond Businesses to Enhance their overall Sustainability

**★1: Create a green business support and recognition program**

*A Green Business Program can be established in different ways, but ultimately it has the goal of providing resources and technical assistance directly to local businesses to reduce their energy use, costs, and GHG emissions. There is often a membership fee associated with becoming a part of the program, but it also provides significant recognition and marketing support.*

**★2: Create a one stop resource center**

*A sustainability resource center could be anything from a staffed organization to a website of resources. It would provide businesses (and possibly homeowners) with all of the resources, information, and funding opportunities they need to become more sustainable – all in one place.*

**★3: Educate landlords on the benefits associated with green leases for both residential and commercial buildings**

*Green lease requirements assure that tenants, especially those who pay energy bills directly, are able to make energy efficiency upgrades and improvements during their lease. There are two major types of green leases that both have similar benefits: The Net Lease and the Gross Lease. The Net Lease directs savings and incentives toward tenants; the Gross Lease directs savings and incentives towards owners.*

**4. Create a sustainable tourism program**

*The City just hired a Tourism Coordinator to create a Sustainable Tourism Program that would focus on creating trips for visitors to see and explore the sustainable and/or ecofriendly locations within the City.*

#### Create More Green Jobs

**★1: Provide a tax credit to encourage existing businesses to be more sustainable and to attract new businesses to the City**

*Tax incentives that target the creation or increase of specific occupations that transition into the new economy within the City.*





★ **2: Develop a green jobs training program**

*Green jobs training prepares the workforce for new clean technologies so they can transition away from older technologies which will be phased out in the future, or stagnate.*

★ **3: Designate a green business district/enterprise zone**

*Many cities have created enterprise zones regulatory incentive packages to focus development potential on emerging low carbon industries with high paying clean jobs.*

**4: Initiate a marketing campaign to engage clean, green, sustainable businesses to come to Richmond**

*A broad reaching campaign that is focused on attracting specific businesses to the City of Richmond.*

**5: Support the creation of a clean tech business incubator or cluster**

*Clean tech incubators are places that foster the research and development needed to innovate. Many American cities have set up successful clean technology business incubators, helping to create some of the largest clean tech corporations.*

**Make Local, Healthy, and Sustainable Food Accessible and Affordable**

★ **1: Support an expanded network of farmer's markets throughout the city**

*Farmers markets provide a unique and important opportunity to create a robust regional food economy and keep that money in the region.*

★ **2: Repurpose appropriate vacant lots for urban agriculture**

*Urban agriculture is an excellent, productive use of vacant land.*

★ **3: Conduct an assessment of distances to grocery stores to eliminate food deserts**

*According to CDC, food deserts are areas that lack access to affordable fruits, vegetables, whole grains, low-fat milk, and other foods that make up the full range of a healthy diet. These exist somewhere in most cities and mobile fresh food trucks are an innovative temporary solution to this.*

**4: Create subsidies for locally grown food to be sold at local grocery stores**

*Local food is sustainable because it takes little energy to bring to market which also keeps the money and jobs in the region. Subsidies would encourage local grocery stores to supply locally grown food to customers.*

**5: Address zoning and other regulatory requirements to allow for urban agriculture on public lands**

*Urban agriculture has many benefits, but is often not allowed by zoning.*

**6: Initiate an educational campaign on the benefits of local food**

*Local food is sustainable because it takes little energy to bring to market; it also keeps the money and jobs in the region. This campaign would raise awareness of the benefits of local food to the Richmond community.*



## Improve the State of Good Repair and Efficiency of City Infrastructure

### ★1: Restore the trolley system

*Streetcar systems around the U.S. have been shown to have overwhelming economic development benefits in short periods of time. Private investment surrounding streetcar systems is typically many orders of magnitude higher than the initial investment. The development patterns surrounding streetcars are typically very sustainable.*

### ★2: Initiate a city wide beautification program

*Economic development is tied to visual impressions – for new businesses, new citizens, and tourists alike.*

### ★3: Require life cycle cost analysis for all capital improvement projects

*This will allow the City to understand how much it will cost to build and operate something over its entire lifetime, enabling better decision making regarding spending additional dollars up-front for long-term savings.*

### 4: Create regional partnerships to improve infrastructure planning

*Highly efficient and effective infrastructure planning requires a coordinated regional approach.*

### 5: Prioritize the updating of the water main

*A thriving economy and efficient city operations depend on modern updated infrastructure – both of what you can see, and what you cannot see underground.*

## Energy Initiatives

### Goal: Enhance Richmond's Energy Resilience

#### Objectives & Initiatives

★= Ranked in top 3; selected for plan

## Increase the Use of Alternative Energy Sources

### ★1: Provide low-interest loans for renewable projects contingent upon achieving a specific level of energy efficiency in buildings.

*Provide easy financing for renewable energy installations for owners of buildings that meet specific energy efficient standards (EnergyStar or LEED).*

### ★2: Lower permit fees for alternative energy installations

*The permit fees the City charges can be lower for renewable energy installations as compared to other installations to encourage more renewable energy installations.*

### ★3: Promote electric vehicle use and utilize renewable energy systems in electric charging stations.

*Encourage residents to use electric vehicles and install alternative energy systems such as solar systems at charging stations to charge these vehicles.*

### 4: Conduct feasibility studies for solar, wind, waste to energy, cogeneration,, and geothermal for City buildings and operations.

*Perform studies of these options to see if they are technically and financially viable for City structures.*



**5: Create a food waste to energy program.**

*Local businesses such as restaurants generate a lot of food waste that can be used to create energy in the form of electricity or heat using waste to energy technologies. Create a program to use this waste for generating energy that can replace conventional sources.*

**6: Promote/educate the community on options for purchase of green power through local utilities.**

*Local utilities such as Dominion offer the option of green power purchases to their customers. Make residents aware of these programs by educating them.*

**7: Conduct a feasibility study for a heat recovery program at water or wastewater treatment plants.**

*Using heat recovery technology to capture heat created as a result of plant processes and using it for heating, cooling or process applications, could result in energy savings. Conduct studies to evaluate whether heat recovery technologies are applicable for these plants and perform economic and financial analyses of these options.*

**8: Purchase RECs at reduced government rate through the government operations utility bills.**

*The City can purchase Renewable Energy Certificates (RECs) using revenues from utility bills.*

## Lower Building Energy Consumption Citywide

**★ 1: Establish tax breaks for energy efficiency**

*The City could establish tax incentives to increase the energy efficiency of buildings. The tax break could reduce the taxes building owners pay based on implementing energy saving measures in buildings.*

**★ 2: Establish a residential weatherization program**

*The effort could include things such as insulation and air sealing of homes to save energy due to leaks.*

**★ 3: Develop a fund to assist businesses in implementing energy efficiency improvements.**

*The administering entity could set up a revolving loan fund to finance the cost of energy efficiency upgrades by businesses.*

**4: Require or incentivize installing green roofs or white/reflective roofs on new buildings or extensive rehab projects.**

*These roofs lower heating and cooling costs and lessen the heat island effect. The program would encourage the installation of these roofs by providing funding and possible volunteers to help with the installations.*

**5: Install smart meters in homes and other buildings so that individuals can see and respond to the impact of their energy use in real time.**

*Smart meters can track energy use in buildings and communicate the information to consumers so they can track their energy consumption as it occurs. This will enable customers to adjust their usage to save energy.*





**6: Offer free or reduced-price energy audits**

*An energy audit can identify ways in which consumers can save energy, money and increase comfort. To encourage building owners to undertake these audits and implement energy saving recommendations, the administering entity can offer free audits or offer rebates that cover part of the cost of an audit.*

**7: Adopt stricter energy requirements within the local building code.**

*Virginia Buildings are required to comply with the International Energy Conservation Code. Local Richmond buildings can be required to fulfill energy requirements stronger than the existing code.*

**8: Create educational programs at city schools to educate youth on energy efficiency.**

*City schools can be focal points to spread the energy saving message. Children and youth are effective learners and communicators of these topics to adults and the general community.*

**9: Connect residents and businesses with existing utility incentive programs**

*For example Dominion has commercial and residential energy conservation or demand side management programs that provide rebates and incentives for installing energy efficiency measures*

**10: Create a website and/or information center where the public can access energy efficiency and rebate information.**

*The public has difficulty accessing wide variety of energy efficiency and rebate information from a number of sources. A website or one-stop information center can make this easy for the public.*

**Reduce Energy Use in City Government Operations**

**★ 1: Adopt a green fleets policy.**

*Adopt a policy that leads to increased use of alternative energy vehicles such as electric vehicles or CNG vehicles in City fleet.*

**★ 2: Adopt an energy efficiency procurement policy**

*For example, buy energy efficient office equipment and electronics.*

**★ 3: Enter into a performance contract for all City buildings.**

*A performance contract would not require upfront capital costs for efficiency improvements; the contractor would bear those costs and be paid from the energy savings that ensue.*

**4: Adopt an energy efficiency policy or standards for Operations & Maintenance to implement in all City buildings.**

*An energy efficiency policy would provide guidelines and standards for energy use in government operations. Streamlined operations and maintenance standards could better guide the O&M of buildings and lead to more efficient procedures.*

**5: Consolidate building functions to maximize efficient use of building space.**

*For example, open plan, flexible working and shared desk offices, reduced space per workstation and changing the people per workstation ratio, sharing printers and technical archiving of documents to save*





on filing space, combined break out and vending areas, shared network printers, centrally managed booking system to book meeting and conference rooms.

**6: Implement an Energy Management System for all City buildings.**

Energy management systems can monitor and control energy costs for buildings allowing occupants to cut costs, extend equipment life and increase comfort. These systems could be installed for individual buildings or a portfolio of properties.

**7: Create a “green team” within the City to educate employees and promote energy conserving behavior.**

The Green Team would consist of municipal staff responsible for promoting energy efficient behavior.

## Environment Initiatives

### Goal: Create a Healthy Urban Environment

#### Objectives & Initiatives

★ = Ranked in top 3; selected for plan

#### Protect and Enhance Richmond’s Water Resources

**★ 1: Use stormwater BMPs in new construction, project work, and maintenance of outdoor environment**

The City should adopt stormwater best management practices (such as Low-Impact Development and others recommended by the EPA) internally and in contracted work for any construction or maintenance activity on City property.

**★ 2: Adopt an organic pesticide and fertilizer policy**

Requires the use of only organic pesticide or fertilizer. This reduces the amount of chemicals and toxins that are washed into the watershed through stormwater runoff.

**★ 3: Reduce the Percent of impermeable surface area within city through land use regulations**

Establish requirements for new development in the City, through permitting or other regulations, that a certain percentage of surface area be permeable. Permeable surfaces decrease stormwater runoff and the contaminants that would be carried therein.

**4: Develop a clean vehicle maintenance program**

There are numerous models to follow around clean vehicle maintenance that include preventive maintenance, reducing leaks of oils and refrigerants, better cleanup of leaks, using less toxic materials and fewer materials in the maintenance of vehicles. These efforts save money and reduce the amount of oils and other harmful materials from getting into the watershed.

**5: Create a regional task force to promote pollution prevention**



*Because impacts to Richmond's watershed are not isolated to the City of Richmond, a regional task force of various stakeholders and experts would convene regularly with the mission of reducing pollution to the James River.*

**6: Label all drains to the river**

*Many communities have labeled their storm drains that lead to significant water bodies. It raises awareness among community members about how contaminants can get into the James River, even from a distance, and will stop many people from dumping into drains.*

**7: Establish boating requirements for pollution reduction**

*Establish boating requirements that are tied to permits or licensing for operation of boats on the James River that reduce pollution from fuel and oil leaks or trash generated onboard.*

**Enable the Richmond Community to Use Water Wisely**

★ **1: Install low-flow fixtures in all City buildings**

*The City should install water-efficient fixtures throughout existing City buildings to reduce water consumption, including low-flow faucet aerators and dual-flush toilets. The City will conserve water, reduce energy use, and lead by example in water conservation.*

★ **2: Create a rebate program for low-flow fixtures and water-efficient appliances**

*Establish a rebate program through the water utility for residents to purchase low-flow fixtures and water-efficient appliances that will reduce water consumption and save residents money over time.*

★ **3: Promote rainwater collection systems through incentive programs and building codes**

*Encourage rainwater collection for use in homes/businesses to reduce water consumption from City water supply. This can be encouraged through rebate programs for rain barrels and through changes to the building code to allow for comprehensive rainwater collection systems in buildings.*

**4: Use native and/or drought resistant plantings for landscaping on City property**

*Adopt a City policy that any landscaping on City property uses native and/or drought-resistant plants. This will reduce the amount of water required for irrigation because the plants can survive on rainfall natural to the climate of Richmond.*

**5: Restructure water rates to incentivize water conservation**

*Many water utilities have restructured their water rates so that water charges are higher for higher water use and those using less water pay less. While this is generally how it currently works, there is a lower rate for those that fall into a higher volume tier of water consumption, which creates a disincentive for reducing consumption, especially for high volume commercial customers.*

**6: Create a policy that prohibits sprinkler use during peak daytime hours.**

*Using water for landscaping during the sunniest and hottest part of the day is an inefficient use of water. Establish a policy that prohibits sprinkler use during these peak hours.*



## Improve the City's solid waste system

### ★ 1: Expand recycling service to commercial and multi-family sectors

*The City would expand its recycling services to the commercial sector and to multi-family sectors to encourage them to recycle. Often these sectors do not recycle because they have to contract a recycling company to provide pickup service.*

### ★ 2: Adopt a City procurement policy that emphasizes material reduction

*Emphasize materials reduction in the City's procurement policy. This can include specifications for only high recycled-content paper, sustainably harvested wood products, products that come in less packaging, and reducing the amount of disposable kitchen/event products purchased.*

### ★ 3: Implement a "Pay As You Throw" program

*A "Pay As You Throw" program focuses on creating disincentives for trash while incentivizing recycling by charging a higher price for collection of trash than the collection of recycling. This is typically done by weight or by number of bins.*

### 4: Implement a ban or charge on plastic bags in retail and/or grocery stores

*The City would pass an ordinance to ban or charge for plastic bags in retail and grocery stores to encourage consumers to use reusable bags and reduce waste. There are variations of this type of policy, including charging customers for bags and still allowing for use of compostable or recyclable plastic bags. The City would work with local retailers to determine the most appropriate ordinance around plastic bags.*

### 5: Ban the use of bottled water in City operations

*Adopt a policy within City operations that bans the use of bottled water. This would involve providing City supplied water in City buildings and at all meetings/events.*

## Strive to Continuously Improve the Quality of Richmond's Indoor and Outdoor Air

### ★ 1: Adopt a green Indoor Air Quality policy and/or Operations & Maintenance practice in City buildings

*This policy or practice would include numerous standards that improve the indoor air quality of City buildings. It can include using certified green cleaning products, using low-or no-VOC products, formaldehyde-free products, proper maintenance of natural and mechanical ventilation systems, etc.*

### ★ 2: Reduce street congestion through a traffic management plan

*The City would develop a team and/or hire a consultant to oversee the evaluation of congested areas of the city and develop a plan for reducing congestion in those areas through proven design and best management practices for traffic management.*

### ★ 3: Participate in the Green and Healthy Homes Initiative

*The Green and Healthy Homes Initiative is a public-private partnership focused on improving housing in economically challenged neighborhoods to ensure that homes are safe, healthy, energy efficient, and sustainable. A formal set of standards is under development to designate cities as "Green and Healthy" Richmond could be recognized as a leader for being one of the first cities to participate.*





**4: Adopt and enforce a citywide anti-idling policy**

*The City would expand on its internal anti-idling policy to restrict idling among all vehicles in the City. The City would need to educate stakeholders to particularly target buses, taxi services, delivery services, etc.*

**5: Implement a radon remediation program**

*Radon is a leading cause of lung cancer in the U.S. and unsafe levels often go undetected. The City can create a program for residents and builders in the city to educate them about radon levels and provide resources for radon testing and remediation.*

**Open Space and Land Use Initiatives**

**Goal Develop a Thriving Cityscape that Connects People to Natural Spaces**

**Objectives & Initiatives**

★ = Ranked in top 3; selected for plan

**Encourage 24/7 Communities with more Sustainable and Affordable Housing Options Throughout the City**

**★1: Implement zoning changes that promote higher density and mixed-use**

*Zoning often specifies low densities, sometimes too low for the economic value of the land, and also sets uses apart (commercial and residential for example), causing unnecessary separation from where people live and work or live and shop.*

**★2: Adopt a policy that new housing be built to green and/or energy efficiency standards**

*Creates a building standard that must be met for new development. The City could create its own or utilize an existing standard, such as EnergyStar homes.*

**★3: Require a percentage of new housing developments to be affordable**

*Many American cities have had great success integrating small amounts of affordable housing in all new residential buildings instead of concentrating them in a single location.*

**4: Incentivize density through density bonuses**

*A density bonus involves allowing greater height or floor area in a project in exchange for something. It could be in exchange for reaching LEED Platinum, public park space, for a certain ratio of affordable housing units, etc.*

**5: Establish a green lease policy/standards**

*Green lease requirements assure that tenants, especially those who pay energy bills directly, are able to make energy efficiency upgrades and improvements during their lease.*



## Increase Accessibility, Quantity, and Quality of Public Space

### ★ 1: Create a riverfront plan for open space and recreation

*A riverfront plan would guide development and improvements in the riverfront area to make it more attractive and get greater value out of the river as an asset.*

### ★ 2: Improve lighting, safety, and comfort of bike/ped pathways between public spaces

*Park lighting improvements may include LED lighting upgrades which are brighter and more reliable. Pathway upgrades may be re-pavement, widening, separation of bicycle track from pedestrian pathways, etc.*

### ★ 3: Invest in an expanded parks maintenance program

*Better ongoing parks maintenance will create more attractive parks with higher utilization rates, and lower long-term costs.*

### 4: Create pocket parks throughout the City

*A pocket park is a mini-park, usually an acre or less located in empty spaces such as a triangular piece of land formed by an unusual intersection, or in front of the setback to a building or parking structure. Often features high quality landscaping, a handful of benches, and unique feature art or furniture.*

### 5: Provide free Wi-Fi service in public spaces and parks

*Many American cities have partnered with private companies to introduce public wi-fi into the outdoors with great success, making spaces even more functional.*

### 6: Develop a park stewardship program that engages community members to care for their local park

*Many cities have created community associations that look after certain parks. This helps to develop a sense of ownership and pride in the community.*

### 7: Invest in conservation easements within the city

*A conservation easement is a legally enforceable land preservation agreement between a landowner and either a government agency or a conservation association.*

## Increase Richmond's Tree Canopy

### ★ 1: Implement a one-to-one tree replacement policy

*This is an official policy that states that whenever trees are removed or damaged, they will be replaced by the same number of trees, of similar species or that provide similar benefits.*

### ★ 2: Adopt a policy that permits residents to plant trees in empty tree pits on adjacent property

*Tree pits are spaces in the sidewalk with soil reserved for street trees*

### ★ 3: Develop and disseminate a list of appropriate tree species for planting within the city

*Specifying tree species appropriate for the climate and conditions of the urban landscape is important for maintaining a healthy tree canopy, and by choosing the right mix is important for resiliency against invasive insects.*



**4: Complete a comprehensive tree canopy study**

*Urban tree canopy is the layer of leaves, branches, and stems of trees that cover the ground when viewed from above. This is an important resource for keeping the City cool, clean, and aesthetically pleasing.*

**Protect Historic Building Stock and Promote the Reuse of Vacant and Blighted Property**

★ **1: Redevelop brownfield sites**

*According to EPA, a brownfield is a property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant or contaminant.*

★ **2: Adopt legislation that allows transfer of ownership of abandoned/vacant property**

*Being able to transfer ownership of abandoned property allows neighborhoods to choose to improve rather than letting abandoned properties bring it all down.*

★ **3: Adopt policy/zoning that promotes use of vacant properties for community gardens and urban agriculture**

*Many American cities have used community gardens and urban agriculture to improve vacant property and build a sense of community and place.*

**4: Reduce development fees for adaptive reuse of buildings**

*Creates an incentive for developers to work with the existing building stock rather than build new.*

**5: Charge an absentee owners' fee on abandoned property'**

*An absentee owner's fee discourages keeping abandoned property vacant by putting a price on neglect.*

**6: Adopt and implement strict codes for property maintenance**

*Many American cities enforce codes for minimum expectations of property maintenance which raises property values, reduces blight, and creates more prideful places.*

**7: Conduct a citywide review of eligibility for federal and state historic district status**

*Federal and state historic district status has many benefits – protect investment, encourage better design, positive impact on tourism, sense of neighborhood empowerment, and more.*

**8: Require the Commission of Architectural Review to review all historic building demolition permits**

*This would ensure the participation of the Commission in demolition of historic buildings.*





## Transportation Initiatives

### Goal: Transform Richmond into a Multi Modal City

#### Objectives & Initiatives

★ = Ranked in top 3; selected for plan

#### Reduce Citywide VMT per Capita

★ **1: Continue to identify opportunities to support Bus Rapid Transit in the City**

*GRTC has already been studying this opportunity on Broad Street. Many cities provide a BRT dedicated lane on the road in order to increase the bus' ability to move quickly through downtown traffic.*

★ **2: Invest in and support a GRTC Enhancement Program**

*This would involve various upgrades and improvements to the system, including expanding the range of service territory and the hours of operation, investing in alternative fuel buses, identifying efficiencies in route patterns, enhancement of the overall signage, cleanliness and amenities, and creating new revenue opportunities. GRTC has identified some of these areas as priorities in their 2010 annual report.*

★ **3: Convert one way streets to two way streets**

*The Downtown Master Plan recommended converting one way streets to two way streets. Some experts believe it encourages a more pedestrian friendly environment and that it alleviates congestion, while others believe it creates a less safe environment for pedestrians and bikers and does not create the environmental benefits suggested.*

**4: Create a Transportation Management Association**

*A Transportation Management Association (TMA) is a membership organization that works with public and private sector businesses to improve the efficiency with which employees get to and from work. A typical TMA will provide services related to creating and administering commuter incentive packages, reviewing corporate transportation policies, providing ridematching services, and emergency rides home.*

**5: Conduct a transit survey**

*Through a survey, GRTC can better understand the home-destination linkages of the current riders and identify new opportunities to attract new riders.*

#### Manage parking supply to encourage alternate modes of transportation

★ **1: Require new and encourage existing parking lots and facilities to provide bicycle parking and ride-share (including private companies like ZipCar/alt fuel/hybrid preferred parking**

*Would create dedicated spots within a parking facility for alternate modes or alternative fuel vehicles, these spots are typically closest to the exit or elevator to provide an incentive.*

★ **2: Replace parking minimums in city code with parking maximums**

*Currently zoning requires a certain minimum number of parking spaces per building based on type and size. This requirement would flip that requirement to provide parking maximums to encourage builders to create more accommodations for the non-motorized resident/tenant.*





★ **3: Establish visible park and ride lots for commuters**

*Create new and improve visibility of existing park and ride lots*

**4: Eliminate surface parking from key districts where there is greater economic potential in land use**

*This initiative is based on the belief that there are a number of parking structures within the City that are in locations that are ideal to accommodate businesses that will create a revenue stream and neighborhood vitality. Alternate locations could be identified as needed based on the inventory of parking supply and the assessment of the demand.*

**5: Install dynamic parking guidance systems in public parking areas**

*Presents drivers with dynamic information on parking status within controlled areas. The systems combine traffic monitoring, communication, processing and variable message sign technologies to provide the service.*

**6: Complete an inventory of on and off street public and private parking facilities**

*The goal of this assessment would be to confirm the actual available spaces in the city per capita. Currently, different sources provide different numbers on the parking supply in the City.*

**7: Consider a vehicle excise tax to fund parking improvements**

*Excise tax would place a tax on vehicles owned in the City. The amount is typically a rate per thousand of value of the car, based on NADA. This would be a new revenue source.*

**8: Raise parking permit fees for 2nd and 3rd vehicles within a household**

*This is something that many cities have been examining to increase revenue and get people out of their vehicles.*

**Make Richmond a bike and pedestrian friendly city**

★ **1: Adopt a formal complete streets policy**

*Through a complete streets policy, the City ensures that transportation planners and engineers consistently design and operate the entire roadway with all users in mind - including bicyclists, public transportation vehicles and riders, and pedestrians of all ages and abilities.*

★ **2: Assess bike and pedestrian infrastructure**

*There are specific impairments in roads and sidewalks that are more dangerous to bikes and people than motorized vehicles. This will assess those and create a priority list for improvements. Guidance can also be developed and incorporated into the roadway maintenance manual.*

★ **3: Implement a bike share program in the City**

*The bike share program is similar to the car share programs. Bikes are made available throughout the City to anyone who is a member of the bikeshare program and wants to take a bike somewhere and bring it back to the same location. There are several different models of implementation for these programs.*

**4: Promote Workplace Incentives for Commuters who travel by foot or bike**

*This would encourage private sector organizations to implement programs that encourage their employees to take alternate modes of transportation to the office- examples include subsidizing transit passes, and providing onsite lockers and shower.*





**5: Adopt the Safe Routes to School Program**

*The Safe Routes to School Program empowers communities to make walking and bicycling to school a safe and routine activity once again.*

**6: Identify and implement further traffic calming measures**

*Examples of possible traffic calming measures include landscaped curb bump outs; narrow streets; street islands and marked signalized crossings; street trees; and speed humps.*

**7: Develop a bike/pedestrian media/marketing campaign**

*Educational effort that utilizes various media channels to promote the bike and pedestrian friendliness of the City.*

**8: Establish a Summer Streets or Weekend Streets Program**

*Summer or Weekend Streets programs focus on closing certain portions of specific streets to cars to encourage more pedestrian, biking, and other non-motorized recreation.*

**9: Conduct a study to identify key destinations for bikers**

*This will allow a better understanding of where bicyclists are trying to or wanting to go. The results of this study could be beneficial in the prioritization of specific upgrades to the roadway and additions to the bike route network.*

