

District 2—Building a Bicycle Transportation Partnership

Project Summary

Based on increasing interest in bicycling as a mode of transportation in northeastern California, MIG assisted Caltrans District 2 with the organization of a public/private partnership to promote bicycling and bicycle planning in the region. District 2 held two phases of workshops with a diverse set of stakeholders from both the public and private sectors. The first two were identical workshops, in Susanville and Redding. The purpose was to bring stakeholders together, inform them about the issues and opportunities, and assess the level of support for a partnership. Because the support was enthusiastic, a follow-up workshop, held in January 2009, focused on refining a proposed partnership charter and ideas for future collaboration. All of these ideas were recorded for future action.



Project Success

District 2 bicycle stakeholders have now successfully organized into a bicycle partnership, called the Norcal Bicycle Partnership. This group is meeting regularly, and held very successful Bike to Work weeks in Spring 2009 and 2010.



Outreach Methods

- Workshop invitation postcards
- Stakeholder outreach (an e-mail list of public agencies, bicycle groups, bicycle shop owners, health interest groups, colleges, etc.)



Public Involvement Tools

Stakeholder Workshops

Prior to the workshops, MIG trained Caltrans staff to facilitate small groups. The August 2008 workshops included PowerPoint presentations made by experts, including the California Bicycle Coalition and Caltrans staff, followed by small group conversations and a report-out to the larger group, with results graphically recorded. Each participant received a workshop binder with useful information. For the follow-up workshop in January 2009, the attendees again heard from experts and statewide officials and then broke into small groups to give feedback on the group charter.

Graphic Recording

Graphic recording is a hallmark of MIG meeting facilitation in which workshop comments are recorded with colored markers on a large sheet of paper. This method allows participants to see that their comments have been noted, it serves as a useful tool to guide the conversation, and it provides a formal record of the meeting.

Discussion Questionnaire

In the August 2008 workshops, a questionnaire was designed for small group discussion that included space for participants to write individual comments. These were collected at the end of the meeting and incorporated into the workshop report along with the notes taken on flip charts and the graphic recording.

Environmental Justice Community Involvement

While the initial meetings involved bicycle stakeholders, project staff solicited ideas about other potential partners. This list was used to recruit others for the follow-up workshop as well as for the partnership database. Organizations on the list included schools, large employers, religious organizations, and health agencies, all of which are sensitive to environmental justice issues. A key result of the meetings was the conclusion that the bicycle system must be responsive to all users regardless of age, ability, or socio-economic status.

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Deliverables

Informational Workshop Binder
Workshop Summary Reports
Final Project Report

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Lessons Learned

District 2 staff was very supportive of this project. Having a project champion, usually the project manager, is extremely helpful for any project, and it virtually guaranteed that this project ran very smoothly.



Results

This project brought together people from many different public and private organizations within District 2, including the California Bicycle Coalition and Shasta County Public Health.

Copies of the District 2 Bike Guide (Project 2929.13) were provided to all participants. The Guide is available online at www.dot.ca.gov/dist2/pdf/bikeguide.pdf. It's expected that this project will lead to more bicycle plans produced by the jurisdictions in District 2, more applications for state bicycle funding, and more local resources applied to bicycle facilities.

Clearly, the image of Caltrans District 2 has been enhanced among all of the individuals brought together for this bicycle partnership.

This project increased community partnership and successful networking with local partner agencies. It also assisted District 2 to not only meet but exceed the SAFETEA-LU public engagement requirements, and to support Caltrans DD-64-R1 (Complete Streets) to create bicycle advisory councils in each District.