Begin the process for creating a new Bicycle Master Plan or updating your 2004 plan. Regularly updating your bicycle plan is key to improving conditions for bicycling and institutionalizing processes for continual improvement. Your Bicycle Master Plan should take advantage of best practices that are applicable to a community of your size.

Increase road safety for all users by reducing traffic speeds. Lower the speed limit especially downtown, around schools, and in neighborhoods. Use traffic calming measures and low speed design principles to achieve high compliance rates. Speed has been identified as a key risk factor in road traffic injuries, influencing both the risk of crashes and the severity of the injuries that result from crashes.

Provide a variety of targeted bicycle events to engage women, seniors, and other demographic groups that may benefit from non-traditional or group-specific bicycle events. Targeted events may help to encourage groups that have specific concerns about bicycling or which have not previously been engaged in supporting bicycling improvements.

Increase the amount of staff time spent on improving conditions for people who bike and walk.

Clearly communicate progress on bicycle plans and other key metrics to inform citizens about the accomplishments and return on investment of improvements for bicycling and walking. Annual benchmarks or other dashboard-style reporting may help people see change in your community.