Making city-scale change is difficult. Ensure that there are policies in place that make it more likely that bicycle improvements are made routinely and in a low-cost way and that they are followed. These policies should include Complete Streets rules that ensure high rates of compliance, development guidelines that lead to bicycle parking and other infrastructure, and school-related policies that ensure that students can safely bike to school and know how to bike safely.

Increase the amount of staff time spent on improving conditions for people who bike and walk. Increasing staff time, either by creating a position or changing the responsibilities of current staff, can have a positive impact on the ability of your community to execute bicycling and walking-related projects and programs.

Work with local bicycle groups and interested parents to expand the Safe Routes to School program to all schools.

Develop outreach methods that specifically target minority, non-English speaking, and low-income communities in addition to general non-targeted outreach and media campaigns that discuss current and new bicycle facilities, safe driver and bicyclist behavior, and events related to walking and biking.

Focus on making changes at scale and supporting engineering improvements with investments in the other 4 "E"s.