Your application indicated that your community is currently updating a bicycle master plan. This is a great step to continue improving conditions for bicycling and to further institutionalize processes for continued improvement. Your Bicycle Master Plan update should take advantage of best practices that are applicable to a community of your size, including the use of separated bike lanes, targeted education programming, and demonstration projects to help the community understand possible bicycle facilities.

Expand bicycle safety education to be a routine part of education for students of all ages, and ensure that schools and surrounding neighborhoods are particularly safe and convenient for biking and walking. Work with local bicycle groups and interested parents to create Safe Routes to School programming for all K-12 schools in Oakland.

Create an incentive program for businesses to provide standard bike parking, and to develop workplace bicycling programs for their employees. Use the framework of the Bicycle Friendly Business program to engage with more local businesses, agencies, and organizations to promote cycling to their employees and customers.

Provide education to law enforcement officers on bicycle safety and traffic laws as they apply to bicyclists and motorists and bicycling skills. Ensure that law enforcement officers who are not certified or trained as bicycle patrol officers nevertheless have basic training or experience with bicycling in your community in order to foster positive interactions between bicyclists and police officers.

Continue efforts to improve data-driven road safety operations and Vision Zero activities. Develop a coordinated and comprehensive Vision Zero policy and plan to create engineering, education, and enforcement strategies to reduce traffic crashes and deaths for all road users, including bicyclists and pedestrians. Road diets, lane diets, and traffic calming treatments are important engineering components for addressing safety.