



# DEEP ELLUM, TX

**TOTAL POPULATION**

**1300**

**TOTAL AREA (sq. miles)**

**0.5**

**POPULATION DENSITY**

**2600**

**# OF LOCAL BICYCLE FRIENDLY BUSINESSES**

**0**

**# OF LOCAL BICYCLE FRIENDLY UNIVERSITIES**

**0**

## 10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Bronze	Deep Ellum
High Speed Roads with Bike Facilities	20%	N/A
Total Bicycle Network Mileage to Total Road Network Mileage	25%	15%
Bicycle Education in Schools	AVERAGE	NEEDS IMPROVEMENT
Share of Transportation Budget Spent on Bicycling	7%	6%
Bike Month and Bike to Work Events	AVERAGE	ACCEPTABLE
Active Bicycle Advocacy Group	YES	SOMEWHAT
Active Bicycle Advisory Committee	MEETS QUARTERLY	MEETS EVERY TWO MONTHS
Bicycle-Friendly Laws & Ordinances	AVERAGE	NEEDS IMPROVEMENT
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	1 PER 154K	1 PER 0.65K

## CATEGORY SCORES

<b>ENGINEERING</b> <i>Bicycle network and connectivity</i>	<b>2 / 10</b>
<b>EDUCATION</b> <i>Motorist awareness and bicycling skills</i>	<b>2 / 10</b>
<b>ENCOURAGEMENT</b> <i>Mainstreaming bicycling culture</i>	<b>2 / 10</b>
<b>ENFORCEMENT</b> <i>Promoting safety and protecting bicyclists' rights</i>	<b>5 / 10</b>
<b>EVALUATION &amp; PLANNING</b> <i>Setting targets and having a plan</i>	<b>3 / 10</b>

## KEY OUTCOMES

	Average Bronze	Deep Ellum
<b>RIDERSHIP</b> <i>Percentage of commuters who bike</i>	1.3%	1.5%
<b>SAFETY MEASURES CRASHES</b> <i>Crashes per 10k bicycle commuters</i>	1093	141875
<b>SAFETY MEASURES FATALITIES</b> <i>Fatalities per 10k bicycle commuters</i>	20	3333



## KEY STEPS TO BRONZE



» Ensure that your Complete Streets policy is followed for all projects, and that compliance is tracked. Ensuring compliance with a Complete Streets policy is an important and often low-cost way to add to your bicycle network. Striping bicycle lanes as part of repaving operations can save 40% of the cost of adding a bicycle lane. If necessary, revisit your Complete Streets policy and process to ensure better compliance.

» The data that Deep Ellum reported on its road network was incomplete or inconsistent. This lack of complete data makes it difficult to judge the current state of bicycling infrastructure in Deep Ellum. Ensure that data is available on your roadway network and your bicycle network so that your community can utilize GIS-based or other network analyses, can create high-

quality bicycle network maps, and accurately assess the quality of your bicycle network.

» Bicycle safety education should be a routine part of education for students of all ages, and schools and the surrounding neighborhoods should be 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 schools.

» If true, the reported number of crashes and fatalities for people biking is extremely high based on what is known about the number of bicyclists in Deep Ellum. Adopt a comprehensive road safety plan or a Vision Zero policy to create engineering,

KEY STEPS CONTINUED ON PAGE 2...



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Spring 2019

## KEY STEPS TO BRONZE CONTINUED

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.

» Work with law enforcement, businesses, public agencies, and other institutional partners to develop a campaign aimed at safe motorist behaviors that includes public messages; institution-specific messages, training, or policies; and high visibility enforcement. Consider recruiting bicycling ambassadors, delivering Bicycle Friendly Driver education to large employers, and/or leveraging campaigns from other communities such as Pittsburgh's Drive With Care campaign. Visit [bikeleague.org/ridesmart](http://bikeleague.org/ridesmart) for more information.

» Develop a community-wide trip reduction ordinance/program, incentive program, and/or a Guaranteed Ride Home program to encourage and support bike commuters in Deep Ellum.

» Create a signature annual event with organizational support from the city or neighborhood. A signature annual event can be a catalyst for the creation of a culture that supports bicycling. Signature events can be based around iconic infrastructure or architecture, locally important businesses or celebrities, or other existing cultural touchstones.

» 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.

» Adopt a target level of bicycle use (percent of trips) to be achieved within a specific timeframe, and ensure data collection necessary to monitor progress.

» As a community within a large city, develop a small area bike plan that emphasizes working within the ability of your community to make changes to streets and where partnership with larger entities such as the city of Dallas, Texas DOT, or others is needed. A small area plan that identifies priorities and impediments to progress will allow your community to more easily work with partners to make progress and engage larger entities around your expectations for progress.

» Work with local businesses to increase the amount of high quality, APBP-compliant, bicycle parking throughout the community. Ensure that people arriving by bicycle have a secure and legal place to lock their bikes at popular destinations. Bike corrals, cohesively branded community or business district bike racks, and off-street bike cages or high capacity parking at transit hubs can be effective ways to increase bike parking.

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## MORE RESOURCES FOR IMPROVING YOUR COMMUNITY:

- » League of American Bicyclists: <http://www.bikeleague.org>
- » Guide to the BFC Report Card: [http://bikeleague.org/sites/default/files/Guide\\_to\\_the\\_Bicycle\\_Friendly\\_Community\\_Report\\_Card.pdf](http://bikeleague.org/sites/default/files/Guide_to_the_Bicycle_Friendly_Community_Report_Card.pdf)
- » Building Blocks of a Bicycle Friendly Community: <http://bikeleague.org/content/building-blocks-bicycle-friendly-communities>
- » The Five E's: <http://bikeleague.org/content/5-es>
- » Community FAQs & Resources: <http://bikeleague.org/content/community-faq-resources>
- » Smart Cycling Program: <http://bikeleague.org/ridesmart>
- » Advocacy Reports and Resources: <http://bikeleague.org/reports>

