

The Buffalo – Niagara Region, New York

2010 Campaign for Active Transportation

Scoping Document



Executive Summary

The **Active Transportation Regional Case Statement for the City of Buffalo** and region was created by Green Options Buffalo, the Greater Buffalo-Niagara Regional Transportation Council and University of Buffalo Urban Design Project in response to the Rails-to-Trails Conservancy call for case statements.

The federal transportation law, SAFETEA-LU, expires in 2009 and will require reauthorization. In preparation for the next

federal transportation reauthorization, the Rails-to-Trails Conservancy, a nationwide advocacy organization, is spearheading a national project called the *2010 Campaign for Active Transportation* which aims to **double federal funding for trails, walking and biking**.

According to the Rails-to-Trails Conservancy, Active Transportation includes any method of travel that is human-powered, but most commonly refers to walking and bicycling. Many communities are promoting Active Transportation as an integral part of building quality of life. Four communities currently have federal funding to demonstrate the strength of this approach. Section 1807 of SAFETEA-LU funded the Non-motorized Transportation Pilot Program (NTPP) in four specific communities—Columbia, Missouri; Marin County, California; Minneapolis, Minnesota; and Sheboygan County, Wisconsin. The purpose of the NTPP is to demonstrate the extent to which bicycling and walking can carry a significant part of the transportation load and represent a major portion of the transportation solution within selected communities.

Building on this approach, Rails-to-Trails Conservancy aims to expand the approach of this program to 50 communities in the next transportation bill, and has issued a call for proposals from communities to demonstrate how \$50 million over five years could support strategic investments in active transportation systems and supporting programs.

A significant increase in mode shares for walking and bicycling can occur at a regional level by focusing strategic investments on multimodal transportation corridors with

increased transit services and by focusing investments at the local level near schools or where close proximity of land uses encourages walking and bicycle trips.

This document is organized into: community profile, vision goals and outcomes, existing and ongoing active transportation planning efforts, active transportation programming, and community support.



Photo: Common Council members David Rivera and Michal Kearns bicycle to work to celebrate the signing of "Compete Streets" policy. Buffalo, NY is only the second community in the state to pass such legislation.

Community Profile

Buffalo, New York is 42 square miles located at the terminus of the former Erie Canal along the shores of the Niagara River and Lake Erie in close proximity to Niagara Falls. It is a jurisdiction within Erie County and the core of the Buffalo-Niagara Region with a population just over 292,000 while that of the Erie County as a whole is just shy of one million (2000 Census). In the City of Buffalo 30.8% of households do not own a vehicle, which mirrors the percentage of individuals living below poverty at 26.6%. Because of these facts, it can be argued that one-third of City residents (34.5%) either utilize public transit, carpool, walk or use another mode (bicycle) to travel to work because they have no other means to do so (2000 Census).

Region wide, despite a population decline, vehicle miles traveled (VMT) has steadily increased, including a 9% rise since 2001 (2007, UB Regional Institute). This increase in VMT represents the shift of people and activities to vehicle-dependent areas. While congestion poses some challenges, in certain areas commute times in the region remain among the lowest throughout the nation.

A Zogby International Transportation survey (2000) indicated that nearly 65% of all households in the Erie-Niagara counties have one or more bicycles, and 40% have two or more. With nearly two-thirds of households reporting regular use of one or more bicycles, interest in bicycling runs high. Furthermore; 81% of the region's population expressed a desire for more bicycle trails along with the need for the following provisions: emphasis on bicycle safety (78%), storage for bicycles at park and ride locations (77%), and bicycle paths to schools (76%).

Obesity rates have risen to epidemic proportions in New York State and especially in Erie County. National estimates of medical expenditures related to obesity totaled \$75 billion in 2003. Meanwhile, in the same year New York State alone spent \$6.1 billion in medical expenditures related to obesity in adults—the second highest total in the nation. In Upstate New York, medical spending for overweight and obesity related causes in adults increases annually by \$314 million and \$600 million, respectively.



Photo: Buffalo's Recycle-A-Bicycle program photo courtesy of the Buffalo News

Heart Disease is the number one cause of death in Erie County accounting for over 28% of all deaths (EC DOH, 2005). Lack of physical activity and poor nutrition are the leading lifestyle choices that lead to obesity and these incidences of heart disease.

Walking and bicycling to work or school was common a generation ago. Today, walking and bicycling to local destinations have all but dropped off the radar as modes of transportation for the majority of children and adults. Safety issues are a principal concern for individuals, and traffic danger is

consistently cited as a major reason why individuals will not walk or cycle to school, work, or other destinations (CDC, 2005). These fears do not come unwarranted in New York State where police reports indicate that, in 2005, there were over 15,000 crashes between pedestrians and motor vehicles, and almost 6,000 crashes between bicyclists and motor vehicles.

Furthermore, the nation's youth is disproportionately affected by pedestrian/traffic accidents. According to the New York State Department of Health's Bureau of Injury Prevention, the leading cause of injury, hospitalization, and death among 5-9 year olds in New York State is being struck, as pedestrians, by motor vehicles. In addition,

children ages 5-19 are more at risk than any other age group for being hospitalized for a bicycle/motor vehicle collision related injury. The most recent New York State Census^a data indicates that youths 17 and under comprise approximately 25% of the population of New York State; however, in 2005, youths aged 5 to 17 years represented 61.6% of all bicycle/motor vehicle injuries and fatalities and 25.7% of all pedestrian/motor vehicle injuries and fatalities' In Erie County, 2005 statistics show similar trends, with youths aged 5 to 17 years again involved in almost 50% of bicycle/motor vehicle collision related injuries or mortalities and 25% of all pedestrian/motor vehicle collision injuries and mortalities.

The City of Buffalo as the regional core of the Buffalo-Niagara Region is poised to implement a campaign that will provide a holistic approach to changing mode-share in a way that will decrease single-occupancy vehicle trips to healthier forms of travel including walking and cycling. Despite our relative lack of congestion and short commute times this investment is important for our city and region based upon many social and environmental justice issues such as enabling low-income families to have access to jobs and food. But it is additionally important as an investment to spur economic growth, reduce oil dependence and build a quality of life in this region along the Great Lakes, unsurpassed anywhere else.



Photo: Bi-National Trails Day. American and Canadian cyclists held a ceremony on the Peace Bridge celebrating our unity, peace and prosperity.

Vision

An historic waterfront city in a bi-national region, the City of Buffalo can become a world-class destination by building upon its assets and enhancing its connections to them through a transportation network consisting of great and complete streets which encourages use by all modes of travel.

Goals

1. Increase focus on bicycle and pedestrian access. This includes creating new bicycle lanes and parking options, working with the Niagara Frontier

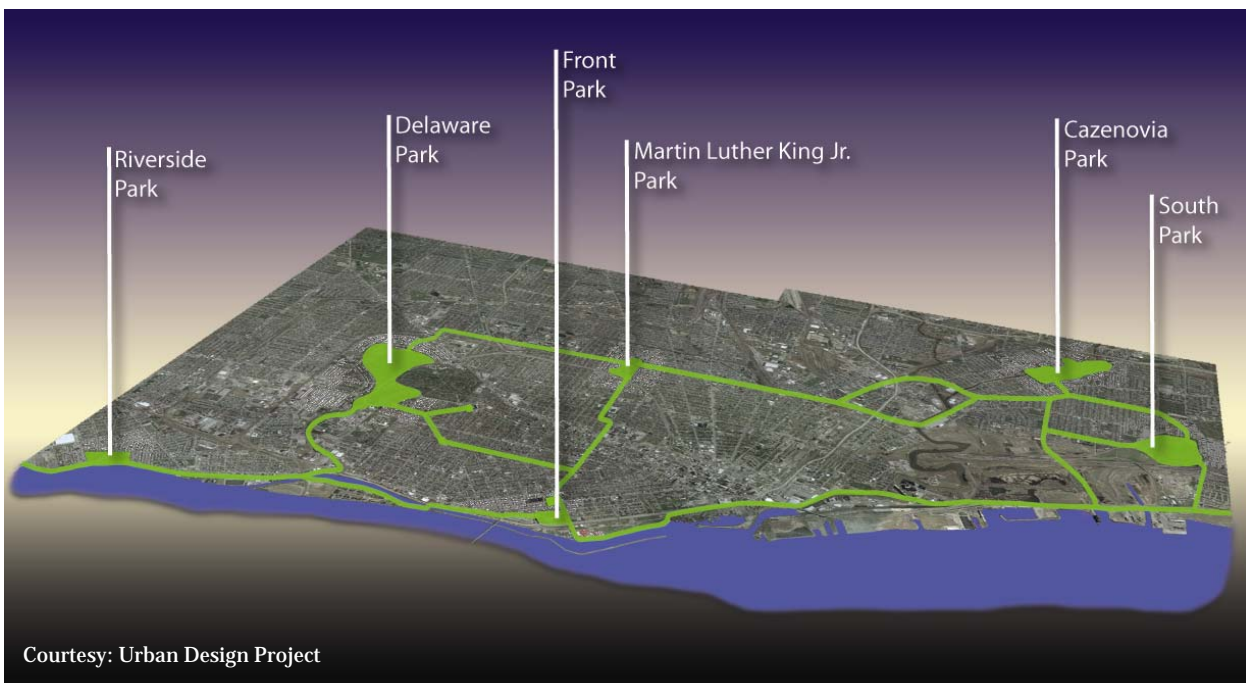
Transportation Authority (NFTA) to deploy bike racks on all buses, improved crosswalks and other walkability enhancements.

2. Working on the street infrastructure to insure that needed sidewalk, crosswalk and basic infrastructure standards are fully met.
3. Connecting Downtown to its neighborhoods through a system of “great streets” based on key elements of Joseph Ellicott’s radial and grid street pattern and Olmsted’s incorporation of the pattern in his park and parkway system.
4. Developing detailed design guides for neighborhood areas, historic districts, and strategic investment areas so there is variety Downtown even while a consistent standard of quality is maintained.

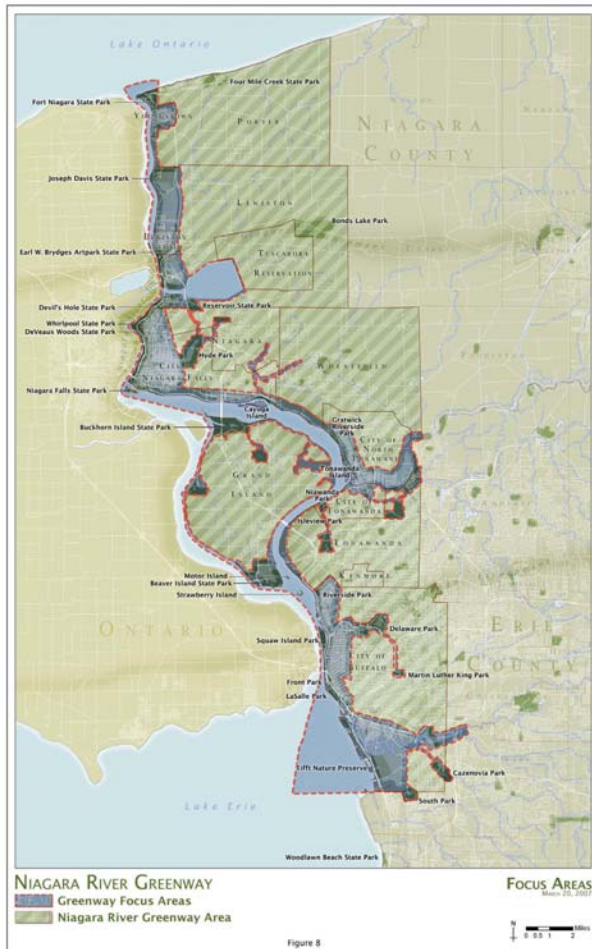
Outcomes

1. Increase percentage of population walking, cycling and utilizing public transit by 50%.
2. Provide an environment that increases the number of people walking and bicycle for trips by 100%
3. Increase the number of bicycle lanes, shared-lanes and multi-use pathways by 100%
4. Provide a 50% reduction in the current rates of bicycle and pedestrian crashes that result in an injury or fatality
5. Reduce the incidence of heart disease by 50%

Existing Active Transportation Planning Efforts



The City of Buffalo's Campaign for Active Transportation is building upon the strengths and opportunities which currently exist within the city and region. There are several planning documents that have established sound principles for implementing our vision that not only complement the City's comprehensive plan but also provide the foundation to build upon this campaign.



These plans include:

- [The Niagara River Greenway Plan](#)
- [The Queen City HUB: A Regional Action Plan for Downtown Buffalo](#)
- [Healthy Infrastructure for Queen City Livability](#)
- [Olmsted Park System: Plan for the 21st Century](#)
- [Buffalo Niagara Medical Campus: Healthy Communities Initiative](#)
- [University at Buffalo \(UB\)](#)
- [City of Buffalo Greenway Implementation Plan](#)
- [Niagara Frontier Bicycle Master Plan](#)
- [Erie Canalway National Heritage Corridor](#)

Plan Summaries

The Niagara River Greenway Plan – The Niagara River has been considered the Buffalo-Niagara Region's greatest asset and opportunity. The 2007 plan sets the context for the Niagara River Greenway effort and established its boundary and vision which states; *“The Niagara River Greenway is a world-class corridor of places, parks and landscapes that celebrates and interprets our unique natural, cultural, recreational, scenic and heritage resources and provides access to and connections between these important resources while giving rise to economic opportunities for the region.”*

The Niagara River Greenway Plan, established through unprecedented regional cooperation between 13 municipalities that share the Niagara watershed, identifies assets and resources that make up the Greenway. It sets priorities that suggest the types of activities to target in the near-term. It identifies potential funding sources, partnerships and linkages, and addresses key transportation issues that affect the Greenway. The Plan also discusses several high priority “Implementation Concepts,” which describe system-wide approaches and strategies for Greenway development.

Through a recently established agreement with the Niagara (hydroelectric) Power Project, the Greenway will be funded at nearly \$5 million annually for projects that connect the region’s park system and restore both public access and natural habitats to the region’s waterfront. These funds, over the next 50 years, will take the region progressively closer to a lake-to-lake bicycle and pedestrian network that will serve both commuters and recreational users.

The Queen City HUB: A Regional Action Plan for Downtown Buffalo – The Queen City Hub, the national American Planning Association national award winning regional action plan for Downtown Buffalo, envisions a regional core as a place where citizens of the city can come to live, work and play. The vision presents downtown as the diverse neighborhood of neighborhoods for the whole region and it celebrates Buffalo as a historic waterfront city in the bi-national Niagara region. The most basic elements of the vision are already in place and embedded in Joseph Ellicott’s radial plan for the city and reinforced by Fredrick Law Olmsted’s park and parkway system. Taken together, these historic plans link all the neighborhoods and downtown to the waterfront. Buffalo, according to Olmsted, was the “...best planned city in America.”

The Queen City Hub provides for a series of celebratory gateways and “great streets” built on the framework of the radial grid system that put pedestrians first, calm traffic and improve the urban environment to connecting to our assets.

Healthy Infrastructure for Queen City Livability – This plan is in the process of completing an infrastructure analysis of the central business district that identifies existing conditions and establishes a set of guiding principles to support downtown livability through better pedestrian, bicycle and transit access. The next steps include an evaluation and prioritization of projects and an improvement plan focusing on downtown Buffalo with the intent to build upon The Queen City Hub.

The goal of the plan is to support downtown development, and build a healthy downtown community and regional core through the improvement of pedestrian, bicycle and transit access as a mechanism to create a truly multi-modal system and reduce demand on the current monolithic automobile-based system.

Olmsted Park System: Plan for the 21st Century – This recently completed 20-year plan calls for the restoration and management of this historic citywide park system dating back to 1869 (the nation’s first “park and parkway” system, designed by Frederick Law Olmsted). Much of the city’s current infrastructure that is dedicated to cyclists exists within the domain of Olmsted’s original design.

Although much of the system is devoted to passive and active recreation within the parks, the Parkway system stretches far beyond the edges of the parks in a 36.7 mile network of tree-lined streets around and through the city that – to varying degrees – calm vehicular traffic and enable active transportation. One goal of the Parkway is to “Improve safety, accessibility, and circulation for vehicles, bicycles, and pedestrians.”

Reconstruction, calming, and beautification of this parkway system is estimated at \$202 million in 2008 dollars. While much of this cost is associated with street reconstruction and landscaping, if an average of 10% of these streetscape costs go towards bicycle and pedestrian infrastructure, this represents a \$20 million investment.

Highlights of the parkway proposals includes: reconstruction of Fillmore and Niagara Avenues as north-south greenways, upgrade of the Scajaquada trail, and reconstruction of Porter Ave. and Best St. as an east-west greenway to improve waterfront access. Various traffic calming and pedestrian safety measures are included in the 5 year capital plan, but the more ambitious parts of the plan (in particular the parkway elements) have not yet established funding sources.

Buffalo Niagara Medical Campus: Healthy Communities Initiative – BNMC staff worked with neighborhood leaders in the Fruit Belt and Allentown neighborhoods to assemble a community-based, interdisciplinary partnership to apply for funds to promote physical activity. The proposal – called the Healthy Communities Initiative – was one of 966 submitted to the Robert Wood Johnson Foundation’s Active Living by Design program which is currently one out of twenty-five that were funded nationally. The Healthy Communities Initiative focuses on an emerging urban medical campus, and the traditionally underserved neighborhoods adjacent to it - Allentown to the west and the Fruit Belt to the east through an established vision which states: *The Allentown neighborhood, the Buffalo Niagara Medical Campus and the Fruit Belt neighborhood are collaborating to cultivate an oasis of active living in the heart of Buffalo, NY.*

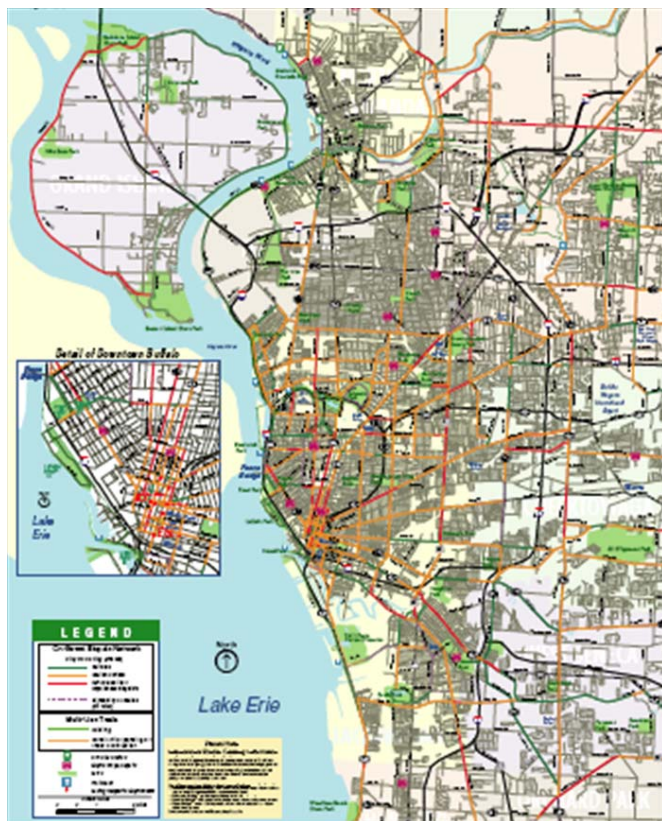
Through the partnerships and common vision, implementation has focused upon a strategy to improve the environment and the health of its inhabitants – one that is yielding visible positive changes. A committee of community stakeholders has established a plan for integrating art with the environment and drafted legislation leading to the creation of the city’s first bicycle/pedestrian advisory committee. They also developed the “Active Living Road Show” to educate neighbors and to help assess the area’s physical infrastructure needs. The results have been an enhanced open space network for pedestrians and cyclists and targeted communications which have been incorporated into citywide planning efforts and capital improvement plans. In addition, an urban design template was created to guide implementation of activity-friendly projects for the targeted community.

University at Buffalo (UB) – As the largest and most comprehensive institution in the State University of New York (SUNY) system, UB is home to over 28,000 students and generates 11,700 jobs in the region (UB External Affairs). The University is currently developing a comprehensive growth plan to expand by 40% to 37,000 students by 2020, adding a third “downtown” campus that will join with the existing campuses at the city edge and in the suburban Town of Amherst.

A major part of UB's planning centers around redefining a hierarchy of access to put pedestrian and bicycle users first and discourage single-occupant commutes to campus by automobile. The infrastructure to accommodate this shift in access will occur at three scales; the campuses, the neighborhoods, and the intercampus corridor. At the campus scale, opportunities arise from the reconfiguration of the roadway networks, while at the neighborhood scale, there are several opportunities for connecting "missing links" to bicycle routes in both the City of Buffalo and Town of Amherst (particularly around UB North Campus in Amherst). At the regional scale, long-term potential exists to connect with the Erie Canalway Trail and the Olmsted Park and Parkway System.

In addition to an expanded bikeway network, UB is planning for the amenities needed to support a rapidly growing bicycle culture. This will include new racks, lockers, and shelters for bicycles, as well as "bike stations" – intermodal hubs that will be "one-stop shops" for bike service and information. Although the University's physical plan is not yet complete, it is expected that the capital costs will exceed \$200 million per year as growth accelerates. Even if 1% of this funding is directed towards bike/ped investments, the regional network of alternative transportation will greatly benefit.

City of Buffalo Greenway Implementation Plan – This plan identifies a continuous network of trails, connecting parks, parkways and waterfront areas throughout the City of Buffalo. The system will provide for safe, identifiable and maintainable means of alternative transportation, as well as improving access to our waterfront through connections with our Olmsted Park network. The purpose of this document was to provide a concluding document to facilitate the planning, construction and completion of the Buffalo Greenway System.



Source: GBNRTC- Niagara Frontier Bicycle Master Plan

Challenges to the physical connection of all segments of the system include the need for several new bikeway bridges, riverbank stabilization, establishment of legal right-of-ways, crossings and property purchases. The future plans for many Brownfield areas of the southern part of the city will need to include the Greenways System within their final design.

The probable construction for the entire project has been broken down into 3 Greenway Zones in addition to 3 phases for each zone. The total project cost for this project was estimated at 21.7 million dollars in 1998.

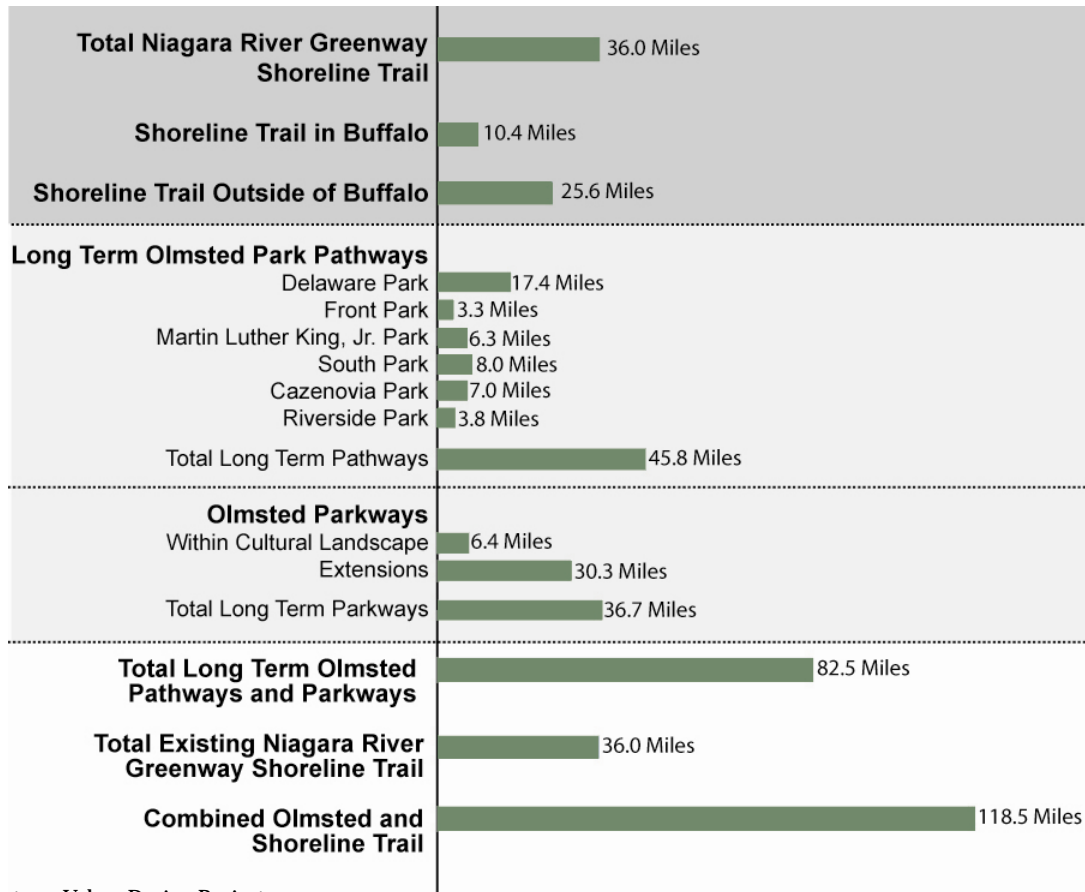
Niagara Frontier Bicycle Master Plan – The Greater Buffalo Niagara Regional Transportation Council is responsible for the development of a Long Range

Transportation Plan that insures an adequate, coordinated transportation system to serve the region. This Bicycle Master Plan was developed as a separate component to meet the growing needs and desire for improved bicycle transportation in the region to achieve regional mobility, safety, congestion and air quality objectives.

This plan established a set of regional goals which included: provide bicycle accessibility, increase bicycle trips and lower pollution levels, improve the comfort and safety of bicyclists, and coordinate bicycle planning and design activities. Furthermore; it proposed a network of bicycle routes that were chosen based upon trip generators, local municipal and greenway plans, existing bicycle facilities, and current system constraints and opportunities. This effort led to the development of a comprehensive bikeway network which includes both on and off road facilities.

Erie Canalway National Heritage Corridor – This statewide corridor offers visitors a glimpse into the industrial past of the Erie Canal and features a nearly complete bikeway alongside the canal. At the regional scale, this bikeway serves to reinforce the pre-existing bike network, offering an east-west link along the some of the most prominent water features of Northern Erie County. There are only 2 remaining sections of this bikeway to be completed; construction on the first will begin in 2009 and will link Buffalo’s suburbs directly with the historic Town of Lockport; completion of the second, smaller “missing link” in this system is currently in the planning stages (NYS Canal Corporation).

Greenway, Park and Parkway System Potential



Courtesy: Urban Design Project

Active Transportation Programming



Buffalo, New York was, in the 1890's, a major producer, promoter and user of early bicycles. With over a hundred different makes of bicycles made in and around the City, Buffalo may well have been the third largest region of bicycle building in America during the golden age of cycling in the 1890s. Today the City of Buffalo and the Buffalo-Niagara region as a whole are duly poised to become an active transportation Mecca and bring about behavior change through shifting automobile use from single

occupant vehicles to more pedestrian and bicycle trips, in fact this is already occurring. Several initiatives and policies have been spearheaded which currently exist that have been focused upon building an alternative mode culture. These include:

- City of Buffalo Bicycle & Pedestrian Board
- City of Buffalo Parking ordinance amendment
- Passage of Complete Streets ordinance amendment
- Buffalo's Recycle-A-Bicycle youth based project based learning initiative
- Buffalo Blue Bicycle, bicycle sharing program & cooperative community workshop
- Bicycle Recycling Drive
- Bike to Work Day
- Bicycle Valet Service at special events
- Safe Routes to School program
- Bicycle parking program
- Savvy Cyclist Classes
- Community Bicycle rides
- Bicycle benefits program
- Adopt-A-Trail program
- Bicycle Mural Project
- Pedaling History Museum



Photo: City of Buffalo Safe Routes to School program

All infrastructure plans and current encouragement initiatives that are being implemented to facilitate behavior change towards active transportation have been listed. Below is an additional list, by agency/ organization that if resources are realized, will provide action steps to enhance our vision, goals and objectives for transforming a rust-belt community into a model for active living.

Lead Agency	Action Item
City of Buffalo	<ol style="list-style-type: none"> 1. Establish bike lanes on all City streets identified in the Regional Bikeway Network. Re-stripe where feasible those streets with enough width to provide one bike lane for each direction of travel. Ensure that all roadway projects provide sufficient width for lanes. 2. Sign or mark bike routes identified in the Regional Bikeway Network. Install signs identifying the network and directing bicyclists along their routes. Include major destinations and distance information. As appropriate install “Share-the-Road” signs and “Share-Arrow” pavements markings. 3. Complete construction of off-road trails within the City as identified in Regional Bikeway Network. Continue Rails-to-Trails projects where applicable. Otherwise, acquire right-of-way and begin construction. 4. Incorporate innovative designs to expand and enhance the bikeway network. Use colored pavement to alert motorists and bicyclists of conflict areas and assign right-of-way to bicycles. Increase visibility of bicyclists to reduce frequency of accidents. Install pavement marking on streets too narrow for dedicated bike

	<p>lanes. Install signs instructing motorists that bicyclists may move to center of lane. Establish dedicated right- and left-turn lanes for bicycles. Establish continuous bike lanes by narrowing or removing travel lanes. Identify and fill in gaps in the network, to provide continuous routes.</p> <p>5. Identify dysfunctional or dilapidated sidewalks. Inventory sidewalk system and document existing sidewalk locations where a safety barrier is apparent that should be repaired or replaced. Identify and fill in gaps in the sidewalk network, to provide continuous routes.</p> <p>6. Maintain sidewalks and sweep bike lanes with the same frequency as arterial streets.</p> <p>7. Install strategically placed bike parking throughout the region. Install outdoor bike parking facilities on publicly owned property.</p> <p>8. Require bike parking with new development, new construction and with multi-family residential buildings.</p> <p>9. Publicize opportunities for bicycle touring and rental in Buffalo-Niagara. Distribute information to tourist bureaus, hotels, youth hostels, and regional travel magazines. Identify self-guided bike tours. Feature information on relevant Web sites.</p> <p>10. Install bike parking at large events and sports facilities.</p> <p>11. Establish indoor or sheltered bike parking at large sports facilities.</p> <p>12. Enhance Safe Routes to School program for City of Buffalo.</p>
<p>GBNRTC</p>	<p>1. Consolidate network needs and set priorities for implementation. Establish a regional bicycle-pedestrian network needs listing based on cost-benefit analysis or other means to focus build-out priorities.</p> <p>2. Establish partnerships to deliver bicycle and pedestrian information more effectively and at a lower cost. Partner with local media outlets to educate people about bicycling and walking.</p> <p>3. Support campaigns to increase bicycle helmet use.</p> <p>4. Train town, city, and county staff and consultants to implement the 2008 Bicycle & Pedestrian Master Plan.</p> <p>5. Produce and distribute bicycle education material.</p> <p>6. Determine available data resources for analyzing local pedestrian</p>

	and bicycle crashes. Determine the best strategies to collect relevant and supplemental data to aid in reconstructing contributing factors to crashes. Consider examining ambulance, emergency room, hospital discharge, and mortality data in addition to police reports.
NYS Department of Transportation	1. Train transportation engineers and planners how to incorporate bicycling in their projects.
Niagara Frontier Transportation Authority	<p>1. Ensure pedestrians have convenient and secure connections to and from all high activity bus stops.</p> <p>2. Continue equipping all Metro buses with bike racks and immediately repair or replace damaged racks.</p> <p>3. Instruct Metro station attendants to provide clear directions and timely assistance to bicyclists.</p> <p>4. Install short-term bike racks and long-term lockers at all train stations.</p> <p>5. Develop a marketing campaign to promote bus and light rail transport options.</p> <p>6. Promote bike-transit use in existing transit incentive programs.</p>
Olmsted Parks Conservancy	<p>1. Promote a Bike to Park day in coordination with Earth Day.</p> <p>2. Pilot a Bike to the Park campaign to encourage bicycling to parks and park events. Target the campaign to children and young adults. Integrate campaign into park promotional materials.</p> <p>3. Establish indoor or sheltered bike parking.</p>
BNMC	<p>1. Market walking and bicycling as a transportation alternative to target groups.</p> <p>2. Pilot an individualized marketing campaign to people receptive to replacing automobile trips with bicycling, walking, transit, and carpooling. Identify people receptive to changing the way they travel and provide them with personalized information about their preferred option(s).</p> <p>3. Continue build out of campus infrastructure consistent with the Healthy Communities Initiative report recommendations.</p>
Buffalo Police Dept	1. Reduce bicycle theft through education and enforcement. Research bicycle locking practices, determine the amount and types of bicycle theft, identify best practices to reduce the incidence of theft, estimate the annual cost of an effective anti-theft campaign, and identify the

	<p>responsibilities of various agencies.</p> <p>2. Refresh police officers on specific pedestrian and bicycling issues. Reach police officers in inexpensive and effective ways, such as screening videos at roll call and distributing Action Alerts, memorandums to police officers on specific enforcement issues.</p> <p>3. Develop and implement an enforcement program targeting behaviors that are the greatest threats to pedestrian and bicyclist safety. Failure to yield is the most common type of motorist-bicyclist crash. Motorists executing a right-on-red is another contributing factor in crashes with both pedestrian and bicyclists. Pedestrians and bicyclists often endanger themselves and others by disregarding traffic laws and trail user guidelines. Target dangerous behaviors, such as failure to stop at red lights, riding against traffic on busy streets, and excessive speeds on crowded multi-use trails.</p>
<p>Green Options Buffalo</p>	<ol style="list-style-type: none"> 1. Expand capacity of the Buffalo Blue Bicycle, premier bicycle sharing program. 2. Partner with Trek to bring the Dream Bikes bicycle recycling and small business youth enterprise to low-income business districts. 3. Develop “bicycle station” concept at major workplace and tourist destinations. 4. Bring Bicycle Pedaling History Museum from Orchard Park, NY to downtown Buffalo. 5. Launch a Cycling Ambassadors program to educate bicyclists and motorists about safe and responsible road use. 6. Educate motorists to share the road with bicyclists. 7. Educate bicyclists how to ride safely and avoid injury. 8. Support worksite wellness campaigns that encourage active living. Organized group walking & cycling events have demonstrated high levels of participation and positive health benefits. 9. Promote the health benefits of walking and bicycling. Establish a Health and Transportation Task Force. Stage a Bike/Walk to Health campaign. Partner with community health programs to promote walking and bicycling to region’s minority youth. 10. Stage cost effective events and programs to encourage walking and bicycling. Support non-profit groups in a cost-effective way to reach people interested in bicycling. Collaborate with local fund

	raising events to promote awareness.
University at Buffalo	<ol style="list-style-type: none"> 1. Launch Bike to Campus program in coordination with Safe Routes to School. 2. Promote walking and bicycling to target populations and groups that would most benefit from increased participation. Populations more likely to bicycle include adults between 18 and 44, people living near bikeway trails or bike lanes, residents of congested neighborhoods with limited automobile parking, and recreational bicyclists who might be encouraged to bicycle for other purposes. 3. Establish an annual Bicycle Commuter Challenge to encourage more people to bicycle to work and campus. 4. Expand the Buffalo Blue Bike sharing program on campus.

Community Support

Community support will be driven by the case statement. This will serve as the convening mechanism of the initiative. A formal committee will be established to guide the work and implementing the local campaign. Key steps for implementing the campaign will be:

- Letters of support from supporting organizations and citizens
- Supporting resolution by City of Buffalo
- Letters to the editor
- Local Newsletter on campaign goals and progress
- Meetings with stakeholders and decision makers

