

The GEARs Priority List from the City's Bike Plan

LEAD

* **1.2.1 Organize signature bicycling and walking events at the city-wide and neighborhood level. ******

* **2.1.9 Develop an on-going a safe cycling education program for adults. *****

* **2.1.10 Educate businesses about why it is important to be bike friendly and provide recognition of those that are. ****

* 2.1.11 Develop a program to encourage seniors to walk and bike, and that included educational and organized activities. *

* **3.3.2 Educate bicyclists and pedestrians about how to safely use shared use paths, sidewalks, and hiking trails. ****

* 4.3.3 Develop a public outreach campaign to educate business owners about the benefits of maintaining sufficient bike parking for their customers. ****

* **5.3.1 Apply for grants and seek other contributions to fund implementation of items in the plan. *******

* **5.3.5 Organize one or more fundraising events to support items in the plan. ****

PARTNER (offer our assistance and help)

* **1.2.3 Conduct Annual University of Oregon Transportation Fair that emphasizes biking walking and public transit. ***

* 1.4.2 Promote Eugene and as bicycling and walking community to new residents and new students. ***

* **2.1.3 Support continuation and expansion of BTA bike education programs in middle schools. ******

* 2.1.4 Develop an individualized marketing program that targets

a different geographic area each year. ***

* **2.1.8 Encourage employers to provide incentives and accommodations to employee who bike or walk to work.**

* 3.1.2 Develop legislative strategy for addressing bike and pedestrian safety issues at the state level. ****

* **3.1.3 Work with Police to develop shared understanding of safety issues and laws that pertain to bicyclists and pedestrians.** ***

* **3.3.1 Develop and launch a Share the Road media and education campaign targeted to motorists, bicyclists, and pedestrians.** *****

* 3.3.3 Provide free and low-cost safety equipment (helmets, lights, bells) and bicycle repair to people in need. **

* 4.2.5 Encourage businesses and organizations to provide connection to bike paths. **

* 4.3.2 Evaluate the effectiveness of the city code at providing an adequate number of well placed and designed bike parking spaces. *****

* **5.2.1 Organize an annual Biking Walking Summit to track and celebrate progress of the plan and develop stronger relationships among walking and biking advocates.** ***

LOWER PRIORITY

* 2.2.1 Advocate for mixed-use development in Eugene and both neighborhood and city-wide scales. ***

* 2.2.2 Provide educational opportunities for the general public about the benefits of mixed-use centers and compact development, and how they encourage bicycling and walking transportation. ***