

## Bicycle Master Plan Performance Measures

	Performance Measure	Baseline Measurement	Performance Target	Data Collection Frequency	Data Collection Responsibility
Goal 1: Establish a structure for implementing Conway's Bicycle Master Plan.	Implementation of a city bicycle coordinator staff position.	Currently not in place.	Position established, funded, and filled by December 2009.	Annual review.	City of Conway
	Establishment of Bicycle Advisory Board.	Currently not in place.	Board established by June 2009.	Annual Review.	
Goal 2: Develop bicycle routes, trails and other safe physical facilities for bicycle transportation.	Number of paved bicycle trails/paths completed.	2 miles of existing paved bicycle trails.	Provide 20 miles of bicycle trails by 2019 (including existing).	Every 2 years.	Bicycle Advisory Board.
	Number of off-road bicycle trails.	6 miles of existing off-road bicycle trails	Provide 30 miles of off-road bicycle trails by 2019 (including existing).	Every 2 years.	
	Number of bicycle racks installed	Approximately 160 existing bicycle racks (140 at schools/ universities; and 20 public use).	Provide 300 racks by 2019; increase bike racks at public facilities to at least 200.	Every 2 years.	
	Number of designated bicycle routes	Approximately 6 miles of existing	Provide 100 miles of designated bicycle routes by 2019	Every 2 years.	

		designated bicycle routes.	(including existing).		
Goal 3: Coordinate with local organizations and institutions to develop programs to educate the public regarding Arkansas bicycle traffic laws and safe bicycle operation.	Number of bicycle education programs offered.	12 educational programs	Increase by at least 50% after the first year and then by 10% in each subsequent year.	Annually	Bicycle Advisory Board.
Goal 4: Establish an active law enforcement program regarding Arkansas traffic laws.	Percentage of law enforcement officers who participate in training on bicycle issues.	15% of officers are currently trained	100 % of officers participating in ongoing training.	Annually.	Conway and UCA Law Enforcement Departments.
	Number of reported bicycle crashes per total number of bicyclists counted and annual traffic volumes.	January – November 2008: 13 bicycle accidents reported to the Conway or UCA PD	Reduce the bicycle crash rate by one third between 2009 and 2019.	Every 2 years.	Conway and UCA Law Enforcement agencies.
Goal 5: Encourage the citizens of Conway to bicycle frequently as an alternative mode of transportation and recreation.	Number of bicyclists observed at counting locations throughout Conway.	To be counted in August 2009	Triple the number of bicyclists between 2009 and 2019.	Every 2 years.	Bicycle Advisory Board, Volunteer groups, Bicycle advocacy organizations.
	Number of bicycling events and attendance at	2008 Tour de Toad = 150 riders; 2008 Big	Increase participation at bicycling events by	Annually	Bicycle advocacy organizations.

	such events	Dam Bridge 100 mile ride; CATS Triathlon = 400 competitors; Conway Kids Triathlon = 500 competitors; group rides (almost daily during warm weather) = 20-40 riders.	10% annually.		
	Number of Conway Bicycling Guide maps distributed.	Zero. Maps are currently being developed.	100,000 bicycle maps to be distributed between 2009 and 2019.	Annually	Bicycle advocacy organizations.
	Increase visitors to Conway Bicycle Advocacy web site.	Approximately 60.	Increase to 500 by 2019.	Annually	Conway Advocates for Bicycling.