

## 2.0 Goals and Objectives

### 2.1 Goals

Goals provide the context for the specific objectives and policy actions discussed in the Bicycle Master Plan. The overall goal of the plan provides the long-term vision and serves as the foundation of the plan. The plan's goal is a broad statement of purpose that does not provide specific descriptions. Objectives are more specific statements of purpose, and policy actions provide a bridge between general policies and actual implementation guidelines, which are provided in Chapters 6 and 7.

#### ***Goal 1: Promote Bicycle Transportation***

Make bicycle travel an integral part of daily life in Burbank, particularly for trips of less than five miles, by implementing and maintaining a bikeway network, providing end-of-trip facilities, improving bicycle/transit integration, encouraging bicycle use, and making bicycling safer. This will make Burbank a community that facilitates travel via alternative transportation and will aim for a 5 percent mode share of all utilitarian trips made by bicycling by the year 2025.

### 2.2 Objectives

The following objectives address this goal in detail. More detailed plans for implementation of this goal and objectives are contained in Chapters 6 and 7.

#### ***Objective A:***

***Implement the Bicycle Master Plan, which identifies existing and future needs, and provides specific recommendations for facilities and programs over the next 20 years.***

#### Objective A Policy Actions

1. Ensure that adequate Transportation Division staff is available to coordinate Plan implementation.
2. Update the Plan periodically as required by Caltrans to reflect new policies and/or requirements for bicycle funding.
3. Coordinate with other cities, MTA, schools, and community organizations to review and comment on bicycle issues of mutual concern.
4. Regularly monitor bicycle-related accident levels, and seek a significant reduction in bicycle accident rates over the next twenty years.
5. Identify a Bicycle Advisory Subcommittee of the Transportation Commission that will coordinate with various City agencies, schools, neighboring cities, MTA, and community organizations, and will advise on bicycle issues.

#### ***Objective B:***

***Identify and Implement a network of bikeways that is feasible, fundable, and that serves bicyclists' needs, especially for travel to employment centers, schools, commercial and retail districts, transit stations, and institutions.***

#### Objective B Policy Actions

1. Develop a bikeway network that is continuous, closes gaps in the existing system, and serves important destinations.

2. Develop a bikeway network that provides connections to bikeways in adjacent cities.
3. Create strong connections between the regional Class I bike paths (Los Angeles River, Chandler, and San Fernando) as well as the Metrolink stations.
4. Develop a destination-based signage system for the bikeway network with priority given to Class I and II facilities and other projects identified as top priority in this Plan.
5. Coordinate and offer assistance to community planners and developers to ensure appropriate bicycle connections are planned, constructed, and maintained.
6. Evaluate the impacts on bicycle travel and integrate bicycle facility improvements into proposed roadway and development projects as part of the project review process.
7. Implement bicycle facilities based on a priority program that considers existing deficiencies, safety, commuting needs, connectivity of routes, and community input.
8. Recognize that bicyclists use all City roadways. Design future roadways to accommodate bicycle travel where practical. Carry out routine maintenance of roadways, eliminate hazards to cyclists, and attempt to upgrade existing roadways to enhance bicycle travel, including upgrading on-demand traffic signals to detect bicycles.

**Objective C:**

***Maintain and improve the quality, operation, and integrity of the Burbank bikeway network and roadways regularly used by bicyclists.***

Objective C Policy Actions:

1. Undertake routine maintenance of bikeway facilities, such as sweeping streets regularly traveled by bicyclists and other designated bikeways. This will include paint and striping, signage, pavement surface maintenance, tree trimming, and other facets of maintaining the operational integrity of the bikeway network.
2. Coordinate roadway improvements to provide reasonable alternate routes if necessary and minimize disruption for cyclists. This includes maintaining bikeway access through construction zones or providing bikeway detours..

**Objective D:**

***Encourage short- and long-term bicycle parking and other bicycle amenities in employment and commercial areas, in multifamily housing, at schools and colleges, and at transit stations.***

Objective D Policy Actions:

1. Implement bicycle parking requirements on new development projects as specified in the Municipal Zoning Code Section 31-2304 and any other applicable laws.
2. Encourage the installation of short- and long-term bicycle parking in the public right-of-way through streetscape plans, new development, street improvement projects, and at municipal facilities such as parks, or at other locations where specific needs are identified.
3. The City will consider bicycle storage standards that would require bicycle parking in new commercial buildings. Encourage shower and clothing locker facilities to be located at transit centers and new employment sites for bicycle commuters. Showers

and clothing lockers in new development could be accomplished as a traffic mitigation measure or a Transportation Demand Management option.

4. Include bicycling options in all Transportation Demand Management planning.
5. Encourage and support bike stations and/or attended parking facilities at major events and destinations, such as transit stations, the Airport, and the Media City Center.

**Objective E:**  
***Increase the number of bicycle-transit trips.***

Objective E Policy Actions:

1. Support and promote bicycle travel via the MTA and Burbank Local Transit systems, the Metrolink commuter rail service, and Amtrak.
2. Coordinate with the MTA and the Southern California Regional Rail Authority (SCRRA) to provide and promote secure bicycle racks and lockers at transit stations.
3. Coordinate with the MTA and Burbank Local Transit to provide bicycle access during the design of new transit facilities and vehicles.

**Objective F:**  
***Encourage the development of safety education programs aimed at youth and adults. Increase public awareness of the benefits of bicycling and of available resources and facilities.***

Objective F Policy Actions

1. Encourage the development and implementation of safe and effective adult and youth cycling programs. These programs will be coordinated with the City's Transportation Management Organization (TMO).
2. Promote the health benefits of bicycling.
3. Promote and pursue funding programs for bicycle safety and education programs.
4. Support Transportation Demand Management programs at worksites to encourage commuters to bicycle to work. This effort will be coordinated through the Burbank TMO.
5. Implement an effective bicycle registration program to deter bicycle theft.
6. Distribute a regularly updated Burbank bikeway map at local schools, bike shops, the Chamber of Commerce, and other areas that will encourage cycling.

**Objective G:**  
***Increase government and public recognition of bicyclists' equal right to use public roadways.***

Objective G Policy Actions

1. Provide bicycle education to City staff involved in decisions regarding transportation facilities. This would include, but not be limited to, traffic engineers, planners, field engineers, field inspectors, street maintenance personnel and parks and recreation staff.

2. Provide bicycle education for law enforcement personnel.
3. Seek funds for a public awareness campaign to increase public recognition and to educate the general public about the rights and responsibilities of bicyclists.