

DECEMBER 2013

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JEFFERSON PARISH

BICYCLE MASTER PLAN

FINAL DRAFT

Prepared for:

REGIONAL PLANNING COMMISSION FOR JEFFERSON, ORLEANS,
PLAQUEMINES, ST. BERNARD AND ST. TAMMANT PARISHES

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THE PREPARATION OF THIS REPORT HAS BEEN FINANCED THROUGH GRANTS FROM THE
LOUISIANA DEPARTMENT OF TRANSPORTATION IN ACCORDANCE WITH FHWA AND STATE
PROJECT NO. H.009307 AND RPC CONTRACT NO. SGSBMPJ

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EXECUTIVE SUMMARY

The Jefferson Parish Bicycle Master Plan expresses citizens' vision of a "bicycle friendly" Jefferson Parish and is a roadmap for how to get there. As defined by the League of American Bicyclists, a bicycle friendly community "welcomes cyclists by providing safe accommodation for cycling and encouraging people to bike for transportation and recreation."

Neighborhoods and cities across the U.S. are reinventing themselves and realizing the immediate benefits of accommodating and encouraging bicycling. Researchers have shown that communities with high rates of cycling for recreation or transportation tend to be healthier, safer, more prosperous, and more environmentally sound.

A bicycle master plan is a pro-active and purposeful approach to creating a safer and more convenient place for people to bike. It addresses parish-wide concerns – rather than just neighborhood-specific issues – such as meeting

the needs of cyclists in all areas, identifying clear, cross-Parish routes, and organizing capital projects by priority. The result is a tool that strategically guides future capital investments and policies.

The *Jefferson Parish Bicycle Master Plan* is a product of a community-guided process facilitated by Jefferson Parish and the Regional Planning Commission for Jefferson, Orleans, Plaquemines, St. Bernard, and St. Tammany Parishes (RPC). Citizens provided input through a variety of formats to create the plan's vision and identify priorities. These included two open public meetings, four workshops, four Citizens Advisory Committee meetings, a rider survey, project website, and Facebook page. To help ensure participation by members and representatives of Jefferson Parish's community of native Spanish speakers, officials from the Catholic Charities Archdiocese of New Orleans and the city of Kenner Hispanic Resource Center were invited to attend meetings of the Citizens Advisory Committee.

VISION

Jefferson Parish citizens envision a community in which:

- Bicycling is a **practical, fun, and convenient** activity for all ages and abilities
- Everyone can safely and comfortably bicycle for **recreation and transportation** throughout the Parish
- Levee top **multi-use trails** are continuous, easy to access, and well-marked
- A **network of north-south and east-west bicycle facilities** connect neighborhoods, existing trails, and community destinations
- Bicycling connections **bridge barriers** such as the Mississippi River, canals, railroads and others, enabling cyclists to directly travel to destinations
- **Connections to bikeways and destinations** in Orleans, Plaquemines and St. Charles Parishes are frequent and convenient
- All **road users are educated** in traffic laws and **respect** one another's rights and safety



BICYCLING IN JEFFERSON PARISH TODAY

Jefferson Parish roads and trails today offer a wide range of cycling conditions. The Parish's greatest strength is the network of shared-use levee trails that line Lake Pontchartrain and the Mississippi River on both the East and West Bank. These trails are frequently used by cyclists ranging in abilities, and are considered a defining amenity within the Parish. The Parish's slow-speed, low-traffic volume neighborhood streets foster relatively safe and inviting conditions for cyclists of most abilities. Many residential neighborhoods bounded by large, arterial roads feature quiet, tree-lined streets that permit casual riding over short distances. Outside of the levee trails and local residential streets, however, high-speed, high-traffic arteries discourage ridership by most potential cyclists.

As of early 2013, existing Jefferson Parish bikeways comprised 41.9 miles of trails. These include trails atop the Lake Pontchartrain, 17th Street Canal, Duncan Canal and Mississippi River levees, the trail adjacent to the I-10 service road in Metairie, and the West Bank Expressway trail. The trails extend throughout the Parish, but do not connect. The trails are currently closed in some locations due to levee and pumping station construction, and vary in width, surface quality and design. As such, they provide a valuable transportation and recreation amenity, but not a consistent or connected user experience.

Residents overwhelmingly cited the levee trails in response to the Citizen Survey question "which specific Jefferson Parish streets or trails are BEST for bicycling, and why?" Respondents mostly referred to a lack of car traffic, scenic views, and the ability to bike long distances without stopping. However, others noted that the levee trails are falling into disrepair and need improvement, particularly in the areas of access points, signage, and surface maintenance.

Numerous neighborhood, parish-wide, New Orleans region, and state transportation plans have addressed bicycling in Jefferson Parish, and 12.8 miles of additional bikeways are planned and funded for construction within the next few years. They include the Bucktown Connector Route, Leo Kerner Parkway, Power Boulevard multi-use trail extension, and Gretna Downtown Bike Route,

Citizen feedback combined with demographic and land use data informed an analysis of where bicycling demand is strongest throughout the Parish. A similar analysis was conducted to determine where the most threatening conditions exist. These two sets of information guided the long-term bicycle network recommendations.

IMPLEMENTATION OF GOALS AND RECOMMENDATIONS

Effective upon the adoption of this plan by the Planning Advisory Board and Jefferson Parish Council, this plan shall be incorporated as an amendment to the Transportation Element of the Parish Comprehensive Plan. The support and effort of the Parish Administration, the Parish Council, and the citizens of Jefferson Parish are critical to successful implementation.

Whereas adoption of this plan is the responsibility of the parish council, implementation of the plan will take many forms and will be undertaken by a number of entities, including Parish departments, state agencies, law enforcement, and independent advocacy and education organizations. The table below summarizes five broad goals that epitomize citizens' vision of a bicycle friendly Jefferson Parish, and details numerous infrastructure, policy and programmatic objectives that will achieve the goals. The objectives range from small, affordable policy changes and programs to implement in the short term, to resource-intensive, 10- to 20-year capital projects that will require coordination with multiple public and private stakeholders. A detailed implementation plan is included in **Chapter 5**.

The next table lists the priority, near term, on-street bikeways referred to in Goal 1, Objective 1, their costs and implementation strategy. These projects were identified as priorities based on their technical feasibility and on Parish residents' interest in creating safe and convenient bicycle routes between existing trails. The map below illustrates the locations of these projects.

Goals and Objectives

GOAL 1: A comprehensive bikeway network, in which levee top multi-use trails are continuous, easy to access, and well-marked, and a network of maintained north-south and east-west bicycle facilities connect neighborhoods, trails, adjacent parishes and community destinations.

1. Build priority, near term, on-street bikeways to connect levee trails
2. Plan, design and build high demand, challenging-to-implement bikeways
3. Improve bicycle access across the Mississippi River and Harvey Canal
4. Improve safety and comfort at high-volume intersections for cyclists
5. Maintain and improve existing trails and on-street bikeways

GOAL 2: Destination facilities accommodate cyclist needs throughout the Parish

1. Install bicycle parking at popular public destinations
2. Design, build and maintain trailhead facilities at strategic locations adjacent to popular recreational trails
3. Amend the Zoning Code to require bicycle parking and support facilities at privately developed commercial, retail, multifamily residential and institutional properties at the time of construction or renovation
4. Reform parking lot design requirements within the Zoning Code to accommodate cyclists

GOAL 3: Jefferson Parish planning and engineering policies, procedures and guidelines support the planning, design, construction, operation, maintenance and evaluation of bicycle infrastructure and programs

1. Adopt and employ a complete streets policy that ensures that all roadways safely accommodate all road users
2. Adopt and employ the Bicycle Facility Design Guidelines
3. Create a Bicycle & Pedestrian Coordinator position within the Planning Department or Engineering Department
4. Establish and regularly convene a permanent Bicycle Advisory Committee to monitor implementation of the Master Plan

GOAL 4: Jefferson Parish educates road users in cycling rights and laws, encourages bicycling, enforces traffic laws, evaluates performance, and assures equity

1. Create a public information and education campaign, working with local groups such as Jefferson Chamber, Crescent City Cyclists, Bike Easy and shop owners to develop and distribute content and messaging
2. Offer trainings for professional drivers, including delivery drivers, taxi drivers, waste management drivers, emergency responders and for public employees with access to public vehicles
3. Provide training to law enforcement officers to help improve public safety and enforce existing laws more effectively
4. Offer bicycle education for children and youth through schools and recreational programming, such as bike rodeos and helmet fit seminars
5. Encourage employers to offer incentives to employees to bike to work
6. Organize "open streets" events in which a street is temporarily closed for exclusive use by non-motorized users
7. Organize Safe Routes to School "Bicycle Trains"
8. Create an easy-to-use website that offers resources for cyclists, such as safety tips and a bike route map
9. Conduct individualized marketing to promote cycling
10. Organize regular bike light campaigns
11. Start a bicyclist ticket diversion program, in which officers give cyclists an opportunity to waive fees for traffic violations, such as riding in the wrong direction, by attending a bicycling education course
12. Create a bicycle emergency response team
13. Conduct annual counts of "before and after" at locations of bicycle improvements in order to study the change in use, car speed and crash numbers, and other strategic locations
14. Focus on women, families, minorities and at-risk youth

GOAL 5: Land use policies encourage development of bicycle friendly neighborhoods

1. Revise the comprehensive zoning ordinance to require and incentivize the installation of appropriate short and long-term bicycle parking and signage at new developments and major renovations
2. Revise the comprehensive zoning ordinance to reform parking lot design requirements within the Zoning Code to accommodate cyclists (Goal 2, Objective 4)
3. Reform subdivision regulations to better accommodate the needs of cyclists

Project	Length (mi)	Facility Type	Total Cost (with 15% contingency)	Implementation Strategy
Westwood Drive	0.5	Bicycle Lane/ Shared-lane Markings	\$72,552	Bike lane between Westbank Express and Laplco Blvd will require a road diet and restriping of the roadway.
4th Street/LA18	5.1	Bicycle Lane	\$1,117,157	Use existing shoulder and add additional pavement on North side of road; add markings, and signage
Avenue A - Avenue G - August Ave - Bywater St - Acre Rd - Drange St - 8th St	2.7	Shared-lane Markings; Bicycle Boulevard	\$254,535	Add markings and signage. Intersection treatments may be required.
Destrehan Avenue	7.2	Bicycle Lane	\$591,574	Restripe existing shoulder north of US 90 and study opportunity for conversion to 2 travel lanes with center turn lane and bike lanes south of US 90 (note: condense curb cuts in industrial areas; special attention needed at intersection of Destrehan with on/off-ramp to US 90)
Gretna Boulevard	1.8	Bicycle Lane	\$124,788	Lane reconfiguration
Segnette Boulevard - Nicolle Boulevard - Jamie Boulevard	4.6	Multi-use Path; Bicycle Boulevard	\$895,623	Construct 10' minimum trail within road ROW along Segnette/Nicolle Blvd; Add markings and signage on existing bicycle-friendly route along Jamie Boulevard
Bonnabel Boulevard Options 1 & 2	2.3	Bicycle Lane	\$53,548 or \$169,342	Option 1: Reallocate a parking lane; Option 2: eliminate a travel lane to accommodate bike lanes in each direction. Analysis of traffic volumes and parking lane usage reveals that either scenario is feasible. Design decisions should be made in consultation with the surrounding neighborhood.
17th Street-Kawane Avenue *	8.1	Shared-lane Markings	\$158,271	Use ROW available along 15th Street corridor from Severn to N. Causeway; give special attention to the intersection with Causeway(connect to 16th St); Add markings and signage along the remainder of the route
Little Farms Avenue	1.5	Bicycle Boulevard	\$19,104	Add markings and signage along existing bicycle-friendly route
Transcontinental Boulevard	3.4	Bicycle Lane	\$253,386	Lane reconfiguration (AADT 13,000 to 19,000) with opportunity to add residential parking lane as well along northern portion (if desired); Direct bicyclists to connect to Lakefront Trail at Clearview Parkway access
Airline Drive	1.6	Multi-use Path	\$489,279	Construct 10' minimum paved trail within road ROW
Cleary Avenue - Houma Boulevard - Central Avenue	5.0	Shared-Lane Markings; Bicycle Boulevard	\$102,851	Add markings and signage from Esplanade Avenue to 33rd Street; Add markings and signage along existing bicycle-friendly route along 33rd Street, L Street, and Houma Boulevard (with special attention to Houma Boulevard crossing of Napoleon Ave, W Metairie Ave, Airline Drive); Add markings and signage from Airline Drive to Mississippi River Trail. Bicycle Boulevard along Houma Blvd may require turning direction of stops signs, and traffic calming treatments at mayor highway crossings.
Power Boulevard	1.8	Multi-use Path	\$504,882	Construct 10' minimum paved trail within road ROW (using existing center median) extending north and south of existing trail from Esplanade Avenue to Vintage Drive
Proposed Greenway at Orleans Parish line	1.1	Multi-use Path	\$275,445	Construct 10' minimum paved trail along Monticello/17th Street Canal; Create trail crossing at Jefferson Highway to connect to Monticello Avenue

1. INTRODUCTION: MAKING JEFFERSON PARISH “BICYCLE FRIENDLY”

The Jefferson Parish Bicycle Master Plan expresses citizens’ vision of a “bicycle friendly” Jefferson Parish and is a roadmap for how to get there. As defined by the League of American Bicyclists, **a bicycle friendly community “welcomes cyclists by providing safe accommodation for cycling and encouraging people to bike for transportation and recreation.”**

WHY GO BICYCLE FRIENDLY?

Neighborhoods and cities across the U.S. are reinventing themselves and realizing the immediate benefits of accommodating and encouraging bicycling. Researchers have shown that communities with high rates of cycling for recreation or transportation tend to be healthier, safer, more prosperous, and more environmentally sound:

- Communities with higher rates of bicycling enjoy lower rates of diabetes, heart disease, and hypertension.¹ This benefit is particularly relevant in the region, which suffers from above average rates of these conditions. The American College of Sports Medicine **ranked Greater New Orleans (including Jefferson Parish) last out of the fifty largest metropolitan areas in personal health indicators, such as physical activity levels**²
- Roads with bike lanes tend to be safer for cyclists³ and motorists⁴
- Communities that promote cycling and increase bikeways see property values increase⁵, retail sales increase⁶, and attract young residents.
- Replacing transportation by automobile with bicycling saves fuel and reduces CO₂ emissions, improving air quality for everyone⁷

¹ The Alliance for Biking and Walking found that “states with lower bicycling and walking levels on average have higher levels of obesity, diabetes, hypertension, and asthma. States with higher levels of bicycling and walking also have a greater percentage of adults who meet the recommended 30-plus minutes of daily physical activity.” Source: “Bicycling and Walking in the United States: 2012 Benchmarking Report.”

² ACSM American Fitness Index Health and Community Fitness Status of the 50 Largest Metropolitan Areas 2013 Edition. Available at <http://americanfitnessindex.org/report.htm>

³ Bike lanes have been found to reduce the rate of cyclist injury by 50%. Teschke, K. et al.. Route Infrastructure and the Risk of Injuries to Bicyclists: A Case-Crossover Study. American Journal of Public Health: December 2012, Vol. 102, No. 12, pp. 2336-2343

⁴ A Texas study showed marked bike lanes prevent automobilists seeing cyclists from overcorrecting lane position. Hallett et al. “Evaluation of On-Street Bicycle Facilities Added to Existing Roadways.” University of Texas at Austin Center for Transportation Research: FHWA/TXDOT-06/0-5157-1, January 2006.

⁵ Homes within a half mile of the Monon Trail in Indianapolis sell for an average 11 % more than identical homes farther away, creating more than \$140 million in increased property values. Lindsey et al, “Property Values, Recreation Values, and Urban Greenways,” Journal of Park and Recreation Administration, V22(3) pp.69-90. A similar study found that trails within 50 meters of bike paths in Delaware sold for an average \$8,800 more than similar homes. Racca, David P. and Amardeep Dhanju, “Property Value/Desirability Effects of Bike Paths Adjacent to Residential Areas,” Center for Applied Demography & Survey Research, College of Human Services, Education, and Public Policy, University of Delaware: November 2006.

⁶ Protected bicycle lanes led to a 49% increase in retail sales at adjacent local businesses in Manhattan New York City Department of Transportation. *Measuring the Street: New Metrics for 21st Century Streets*. NYC, 2012.

⁷ According to Rails-to-Trails Conservancy, “A bicycle commuter who rides five miles to work, four days a week, avoids 2,000 miles of driving a year—the equivalent of 100 gallons of gasoline saved and 2,000 pounds of CO₂ emissions avoided. A citizen who in addition lives in a community that allows him or her to run most errands by bicycling or walking can save about 500 gallons of fuel, or 10,000 pounds of CO₂ each year.” *Active Transportation for America: The Case for Increased Federal Investment in Bicycling and Walking*, Rails-to-Trails Conservancy, 2008: p. 23.

Furthermore, providing active and affordable transportation and recreation choices is an effective strategy to help residents contend with increasing gas and health care costs. Bicycle facilities are also much less expensive to construct and maintain than additional road capacity for automobiles.

With both local and national trends moving rapidly toward bikeable communities, Jefferson Parish can maintain and strengthen its identity as an amenity-rich, family-friendly community by implementing policies that improve bicycling infrastructure and programs.

WHY A BICYCLE MASTER PLAN?

A bicycle master plan is a pro-active and purposeful approach to creating a safer and more convenient place for people to bike. It addresses parish-wide concerns – rather than just neighborhood-specific issues – such as meeting the needs of cyclists in all areas, identifying clear, cross-Parish routes, and organizing capital projects by priority. The result is a tool that strategically guides future capital investments and policies.

The term *bikeway* is used throughout the plan to describe any bicycle facility designed and constructed to specifically accommodate use of bicycles, which in some cases may be shared with other users (such as joggers or skaters). These include bike lanes, bike trails and greenways. A full glossary of terms used throughout the plan is in **Appendix A**

Adoption of an official master plan also makes it easier for the Parish to obtain state, federal and private grants that can fund bicycle infrastructure projects. By demonstrating that proposed bikeways and programs have support from residents and key stakeholders, a master plan enhances the competitiveness of grant applications.

HOW TO USE THIS PLAN

The Master Plan is divided into five chapters and a set of appendices:

Chapter 1: Introduction explains what the plan is, why it was created, and how it was made.

Chapter 2: Vision of a Bicycle Friendly Future describes residents' vision for a bicycle friendly Jefferson Parish

Chapter 3: Bicycling in Jefferson Parish Today assesses current bicycling conditions, including strengths and weaknesses of the bike network, safety concerns, and opportunities to improve conditions. It also summarizes existing Parish plans, programs and policies and previous funding for bike projects, and compares them to examples of best practices.

Chapter 4: Recommendations details recommended infrastructure, policy and program changes that will transform today's cycling environment into the one described in Chapter 2.

Chapter 5: Taking Action offers a timeline, funding sources, responsibilities and benchmarks for executing the Master Plan.

The Appendixes contain comprehensive information referred to throughout the five chapters, including a glossary of terms, full existing conditions analysis, listing of all public feedback, the bicycle facility design guidelines, and funding sources.

FORMULATING THE PLAN VISION

The *Jefferson Parish Bicycle Master Plan* is a product of a community-guided process facilitated by Jefferson Parish and the Regional Planning Commission for Jefferson, Orleans, Plaquemines, St. Bernard, and St. Tammany Parishes (RPC).

Citizens provided input through a variety of formats to create the plan's vision and identify priorities. These included:

- A mapping exercise held at the **Tour de Jefferson** held November 4, 2012;
- Two public **open houses** at which attendees heard an overview presentation and shared interests and concerns, held at:
 - West Bank Regional Library, January 28, 2013
 - East Bank Regional Library, January 30, 2013
- Four **community workshops**, at which attendees reviewed draft bicycle network and design recommendations and provided feedback on priorities. These occurred at:
 - West Bank Regional Library, March 18
 - West Jefferson Medical Center, March 21
 - Heritage Hall, Kenner, March 25
 - East Bank Regional Library, Metairie, March 28
- In October, 2012, the Jefferson Parish Council established a **Citizens Advisory Committee** responsible for advising the Regional Planning Commission and project team on the identification of bike routes, priorities and project and program implementation. The committee, composed of seven Council appointees and other invited stakeholders, met regularly to inform the plan's development and provide feedback on specific recommendations.
- Over 160 individuals completed a **Citizen Survey** designed to gain community feedback on strengths and weaknesses of bicycling safety and convenience in Jefferson Parish. The survey was administered at the open houses and on the project website, and linked through electronic newsletters and the project Facebook page.
- Citizens also had the opportunity to submit feedback through a **project website**, **Facebook** page and **Twitter**.



The project website JeffParishBikePlan.org was one of several outreach tools used to engage Parish residents

To help ensure participation by members and representatives of Jefferson Parish's community of native Spanish speakers, officials from the Catholic Charities Archdiocese of New Orleans and the city of Kenner Hispanic Resource Center attended meetings of the Citizens Advisory Committee. In addition, the RPC distributed brochure with tips and laws for pedestrians, cyclists and motorists in Spanish.

Throughout these different forms of participation, the project team sought to learn key community attitudes, interests and concerns, such as:

- Where do they already bike?
- Where do they want to bike?
- What types of bicycling facilities are preferred? (e.g. on-street bike lanes versus off-street trails)
- Which routes are threatening to ride today?
- What type of improvements would make them feel more comfortable bicycling?
- What is the community's vision for what Jefferson Parish will look like in the near, medium and long term?

Overall, community input helped identify strengths, challenges and opportunities for improved cycling in Jefferson Parish, and supplemented objective data such as roadway traffic, locations of bicycle crashes, population densities, and locations of key destinations. Citizen feedback also helped establish the project vision, the capital project priorities and other recommendations described in Chapter 4. See **Appendix C** for comprehensive input organized by date and format.

2. VISION OF A BICYCLE FRIENDLY FUTURE

Jefferson Parish citizens envision a community in which:

- Bicycling is a **practical, fun, and convenient** activity for all ages and abilities
- Everyone can safely and comfortably bicycle for **recreation and transportation** throughout the Parish
- Levee top **multi-use trails** are continuous, easy to access, and well-marked
- A **network of north-south and east-west bicycle facilities** connect neighborhoods, existing trails, and community destinations
- Bicycling connections **bridge barriers** such as the Mississippi River, canals, railroads and others, enabling cyclists to directly travel to destinations
- **Connections to bikeways and destinations** in Orleans, Plaquemines and St. Charles Parishes are frequent and convenient
- All **road users are educated** in traffic laws and **respect** one another's rights and safety



3. BICYCLING IN JEFFERSON PARISH TODAY

Jefferson Parish roads and trails today offer a wide range of cycling conditions. The **Parish's greatest strength is the network of shared-use levee trails** that line Lake Pontchartrain and the Mississippi River on both the East and West Bank. These trails are frequently used by cyclists ranging in abilities, and are considered a defining amenity within the Parish. The Parish's **slow-speed, low-traffic volume neighborhood streets foster relatively safe and inviting conditions** for cyclists of most abilities. Many residential neighborhoods bounded by large, arterial roads feature quiet, tree-lined streets that permit casual riding over short distances. Outside of the levee trails and local residential streets, however, **high-speed, high-traffic arteries discourage ridership** by most potential cyclists.

This chapter identifies current strengths, weaknesses, threats and opportunities of Jefferson Parish's bicycling environment. It begins with an overview framed by an evaluation of how well the Parish addresses the Five E's: Engineering, Education, Encouragement, Enforcement, and Evaluation & Planning. Following are an assessment of conditions of the existing bicycle network, a review of previous bicycling-related plans, a list of upcoming bikeway projects, citizen attitudes toward cycling, list of dangerous areas for cycling, and review of how Jefferson Parish land use policies impact cycling conditions.

BICYCLISTS ARE TRAFFIC: Cycling Laws in Louisiana

Key provisions of current bicycle use laws and the rights of bicyclists include:

- "Every person riding a bicycle upon a highway of this state shall be granted all the rights and shall be subject to all the duties applicable to the driver of a vehicle. (RS 32:194)
- "The operator of a motor vehicle, when overtaking and passing a bicycle proceeding in the same direction on the roadway, shall exercise due care while the motor vehicle is passing the bicycle and shall leave a safe distance between the motor vehicle and the bicycle of not less than three feet and shall maintain such clearance until safely past the overtaken bicycle.." (RS 32:76.1 Colin Goodier Protection Act).

OVERVIEW: HOW BICYCLE FRIENDLY IS JEFFERSON PARISH?

In 2008 and again in 2013, in concert with this planning process, the RPC submitted applications on behalf of Jefferson Parish to the League of American Bicyclists' "Bicycle Friendly Community Program." The League administers this tool to measure how well a community addresses the "Five E's": **Engineering**, **Education**, **Encouragement**, **Enforcement**, and **Evaluation & Planning**, and communities have an opportunity to see how they compare to other cities. Those that demonstrate accomplishments in the Five E's are awarded Platinum, Gold, Silver or Bronze recognition.

The League did not select the Parish for an award, but provided substantial feedback for achieving BFC status. The League recommended that the Parish:

- Create a Bicycle and Pedestrian Coordinator position,
- Convene an official Parish Bicycle Advisory Committee,
- Adopt a complete streets policy,
- Expand the bikeway network, and
- Start a Bike Month encouragement campaign.

The full 2013 feedback report is included in **Appendix G**.

Continued application to the Bicycle Friendly Community Program following adoption and initial implementation of the Master Plan will serve as a useful method for tracking the Parish's progress.

EXISTING BICYCLE NETWORK

As of early 2013, existing Jefferson Parish bikeways comprised 41.9 miles of trails. These include trails atop the Lake Pontchartrain, 17th Street Canal, Duncan Canal and Mississippi River levees, the trail adjacent to the I-10 service road in Metairie, and the West Bank Expressway trail. As noted in Table 1 and on



Figure 1 Existing and Planned Bikeways, the **trails extend throughout the Parish, but do not connect**. The trails are currently closed in some locations due to levee and pumping station construction, and vary in width, surface quality and design. As such, they provide a valuable transportation and recreation amenity, but not a consistent or connected user experience.

Residents overwhelmingly cited the levee trails in response to the Citizen Survey question “which specific Jefferson Parish streets or trails are BEST for bicycling, and why?” Respondents mostly referred to a lack of car traffic, scenic views, and the ability to bike long distances without stopping. However, others noted that the levee trails are falling into disrepair and need improvement, particularly in the areas of access points, signage, and surface maintenance.

Table 1 Existing bicycle trails

Segment	Pavement Quality	Width	Markings
17th Street Canal			
North and South I-10 Service Road	Good	9 feet	White dashed line
I-10 Service Road to Veterans Memorial Blvd.	Poor	4 feet	None
Veterans Memorial Boulevard to Rosebud Street	Fair	8 feet	None
Rosebud Street to Metairie Hammond Hwy	Good	10 feet	Yellow dashed line
Lake Pontchartrain Levee			
Bucktown Harbor to Bonnabel Boulevard	Good	10 feet	Yellow dashed line
Bonnabel Boulevard to Causeway	Temporarily closed		
Causeway to Suburban Canal	Good	12.5 feet	Yellow dashed line
Suburban Canal to Elmwood Canal	Good	11 Feet	Yellow dashed line
Elmwood Canal to Casino	Good	12.5 feet	Yellow dashed line
Casino to Duncan Pump Station	Temporarily closed		
Duncan Canal from Pump Station to I-10	Temporarily closed		
Mississippi River - East Bank			
Monticello Avenue to St. Charles Line	Good	10 feet	Yellow dashed line
Mississippi River - West Bank			
Orleans Parish to Gretna Ferry Terminal	Good	12.5 feet	Yellow dashed line
Klein St to Oak Avenue	Fair	9 feet	Yellow dashed line
Oak Avenue to 10th Street	Good	10 feet	Yellow dashed line
Avondale to Parish St. Charles Line	Good	10 feet	Yellow dashed line
West Bank Expressway			
Stumpf Boulevard to Brown Avenue & MacArthur Avenue to Ames Boulevard	Good	12 feet	Yellow dashed line and solid white line (pedestrians)

Figure 1 Existing and Planned Bikeways

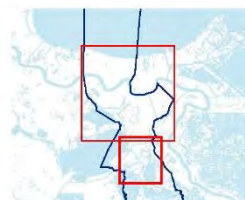
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Base layers source: Regional Planning Commission 2012

December 26, 2013

LEGEND

- Existing Bikeways
- - - Planned
- Parks & Playgrounds
- Incorporated Areas



0 1.5 3 Miles



PREVIOUS BICYCLE PLANS AND PROPOSED ROUTES

Numerous neighborhood, parish-wide, New Orleans region, and state transportation plans have addressed bicycling in Jefferson Parish. This section summarizes plans that either discuss bicycling generally and some which have identified specific routes to establish as bikeways. Figure 2 illustrates routes proposed by some of these plans.

WESTWEGO TO HARVEY CANAL HURRICANE PROTECTION LEVEL: RECREATIONAL TRAIL CORRIDOR CONCEPT AND DESIGN RECOMMENDATIONS

U.S. Army Corps of Engineers New Orleans District, 1998

This study examined the feasibility for a recreational trail corridor within the right-of-way of the 22-mile hurricane protection levee, which connects Bayou Segnette State Park and the Barataria Preserve. The study, developed by the National Park Service for the U.S. Army Corps of Engineers New Orleans District, notes “significant support for the concept of developing a trail along the levee corridor” from the Louisiana Office of State Parks and Jefferson Parish Council. It recommends schematic designs for access points and trail cross section alternatives, and cites some of the landownership and liability concerns that would affect implementation.

METAIRIE CBD LAND USE AND TRANSPORTATION PLANNING STUDY

Jefferson Parish Government, New Orleans Regional Planning Commission, 2001

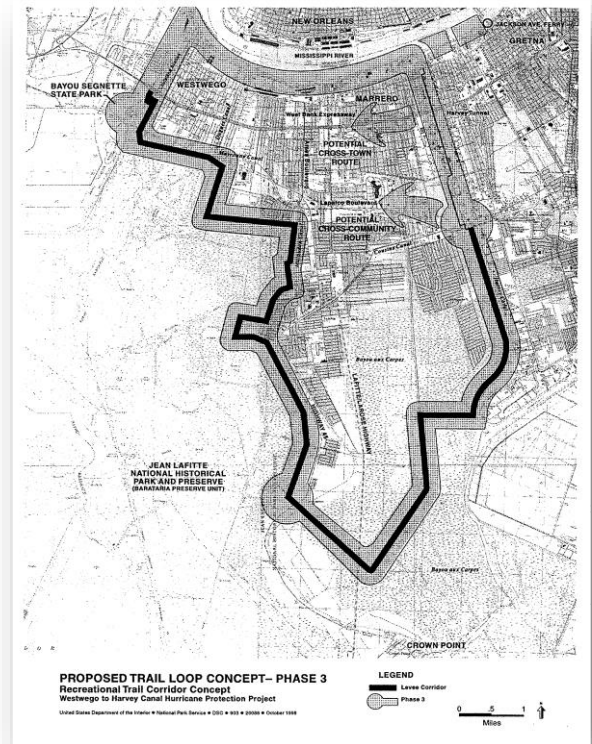
http://www.norpc.org/assets/pdf-documents/metcbd_exsum.pdf

The Metairie CBD Land Use and Transportation Planning Study examines land use and transportation elements in the heart of the Metairie retail corridor including: Lakeside Shopping Center, parts of Fat City, the Causeway office corridor, First Bank Center, and Lakeway Center. The study identifies current conditions and issues, proposes future development alternatives, and outlines an implementation strategy. The plan suggests investing in “designating selected local streets as bike routes, with requisite regulatory and directional signage installed.” It identifies two routes, largely on Edenborn Avenue and Ridgelake Drive that would connect the CBD with the lake trail.

JEFFERSON PARISH COMPREHENSIVE PLAN TRANSPORTATION ELEMENT

Jefferson Parish Government, New Orleans Regional Planning Commission, 2004

The Transportation Element proposed the construction of two bicycling networks – one aimed at recreational riders and the other at those who ride for transportation. The recreational network proposes separated bicycle trails linking the levee trails to existing natural areas recreational facilities, including state and parish parks and tourist attractions. The transportation network calls for numerous on-street bikeways along minor arterial collectors and local streets. Both networks recommend construction of trailheads throughout the network. The Transportation Element also states the need for additional input from Jefferson Parish, RPC and Louisiana Department of Transportation and Development (DOTD) engineering and planning officials. While some of the



Proposed Trail Concept, 1998 Recreational Trail Corridor Concept for the Westwego to Harvey Canal Hurricane Protection Levee

recommendations have received funding – the off-street trail connecting the northern terminus of the Power Boulevard walking path to Lake Pontchartrain levee trail, and the Bucktown Connector Route (see the following section, Planned and Funded Bikeways, for additional detail) – no others have advanced beyond the stage of the Comprehensive Plan’s adoption.

2005 NEW ORLEANS METROPOLITAN PEDESTRIAN AND BICYCLE PLAN

New Orleans Regional Planning Commission, 2006

http://norpc.org/assets/pdf-documents/studies-and-plans/rpc_metro_bike_ped.pdf

The Regional Planning Commission plan identified and assessed the conditions of three East Jefferson on-street routes of regional significance for traversing the area between the East Bank levee trails. The majority of the route segments do not feature any specific bicycling facilities, such as bike lanes or signage. The plan analyzed each route and rated it as either “Good,” “Caution,” “Poor,” and “Danger” according to traffic volume and speed, presence of shoulders and pavement quality. Conditions ranged throughout the routes, and the plan describes specific locations for safety improvements. Overall recommendations to the RPC included **prioritizing improvement of the Mississippi River Trail in Orleans and Jefferson Parishes, considering bicycle boulevards as a facility type for future improvements, and prioritizing pavement repairs** on the routes described and others commonly used by cyclists.



Conditions of Central Avenue Corridor South, 2005 New Orleans Metropolitan Pedestrian and Bicycle Plan

JEFFERSON PARISH THOROUGHFARE PLAN

Jefferson Parish Government, New Orleans Regional Planning Commission, 2006

The Jefferson Parish Thoroughfare Plan is the formal document that Jefferson Parish uses to develop a thoroughfare system to plan for existing and future transportation needs. The plan reviews the bicycle facilities and proposed routes plan presented in the *Jefferson Parish Comprehensive Plan* Transportation Element and includes an implementation matrix that specifies task descriptions, policy references, initiating entities, and process timeframe.

BUCKTOWN NEIGHBORHOOD PLAN

Jefferson Parish Government, 2007

The Bucktown Neighborhood Plan addresses future redevelopment in the largely residential neighborhood located in the northeastern corner of the East Bank of Jefferson Parish. Important bicycle and pedestrian objectives of the plan include: rebuilding a linear Bike/Jogging Path, providing a connection for bicycles and pedestrians over the 17th Street Canal leading to West End of New Orleans, and exploring the return of a north-south bike/jogging path along the Orpheum/17th Street corridor.

JEFFERSON EDGE 2020 STRATEGIC IMPLEMENTATION PLAN - FAT CITY REDEVELOPMENT

Jefferson Parish Economic Development Commission, 2009

<http://jedco.org/files/FatCity.pdf>

The Jefferson Edge 2020 Fat City Strategic Implementation Plan establishes a vision of a vibrant, mixed-use neighborhood with a stable residential base and a pedestrian-oriented core centered on 18th Street. The plan does not specifically address bicycle transportation, though it does propose streetscape improvements that would present opportunities to install bicycle facilities such as signage, racks and pavement markings.

LOUISIANA STATEWIDE BICYCLE AND PEDESTRIAN MASTER PLAN

Louisiana Department of Transportation and Development (DOTD), 2009

http://www.dotd.la.gov/planning/highway_safety/bike_ped/masterplan.aspx

The Louisiana Statewide Bicycle and Pedestrian Master Plan guides decision-making on accommodating walking and bicycling on state-owned roads. Though the plan does not make any specific facility recommendations for state roadways in Jefferson Parish, it established four policies that impact bicycle and pedestrian facilities in roadway design:

1. A "Pedestrian and Bicycle Accommodation Policy," which provides that DOTD will plan and design roadways that accommodate walking and bicycling,
2. A "Pedestrian and Bicycle Safety Policy," which instructs DOTD to make every effort to reduce pedestrian and cyclist crashes and injuries,
3. A "Pedestrian Facility Policy," which provides that the Department will plan, fund and design sidewalk on all new construction or reconstruction projects serving active land uses, and
4. A "Bicycle Facility Policy," which calls for the Department to provide bikeways "on all projects where feasible and appropriate."

An internal complete streets policy adopted by DOTD in 2010 formalized these policies, and DOTD has begun to incorporate consideration of bicycle accommodations in project procedures.

KENNER 2030: A STRATEGIC PLAN FOR A PROSPEROUS FUTURE

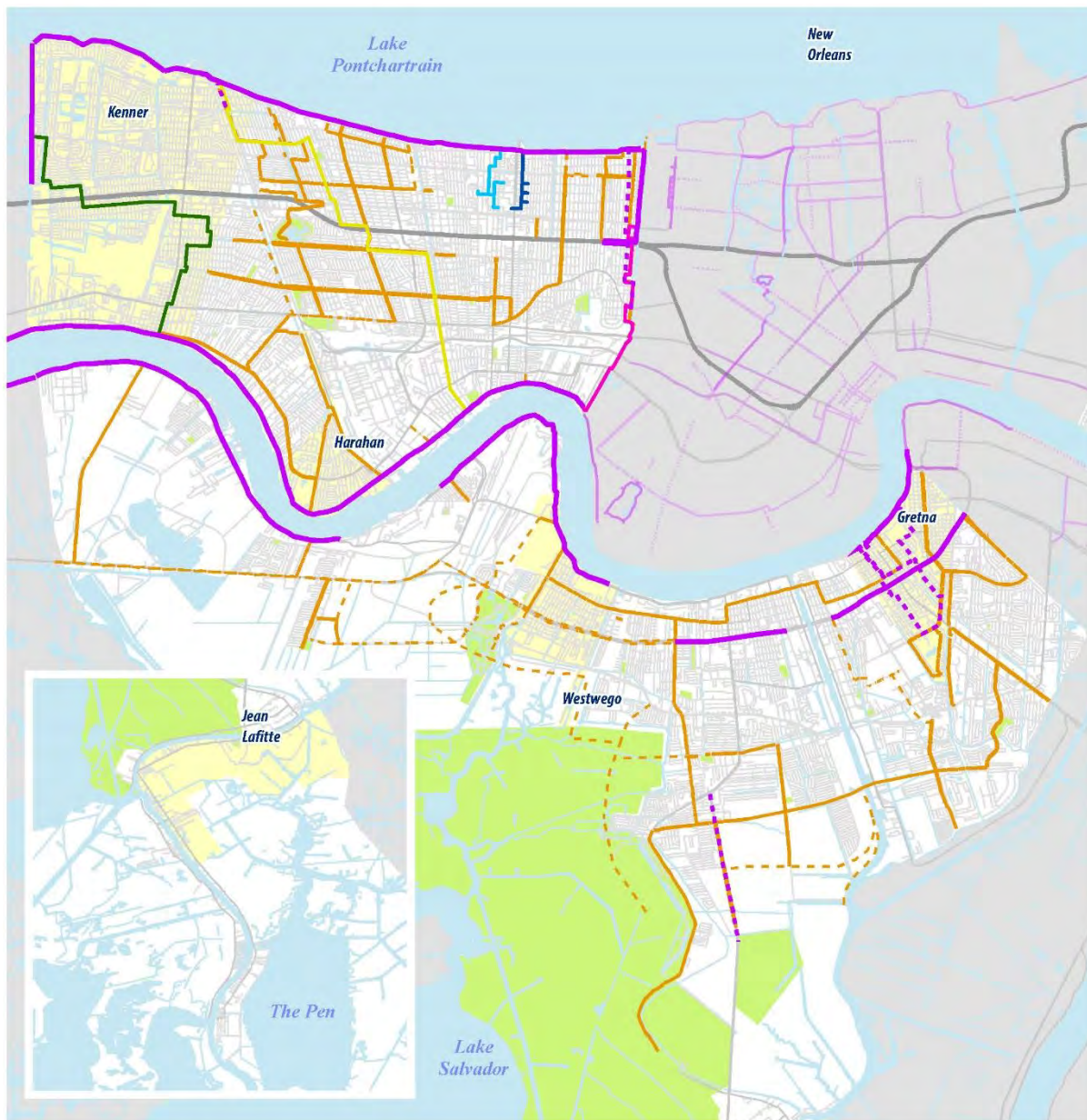
City of Kenner, 2011

<http://www.kenner.la.us/2/Kenner2030.pdf>

This economic development plan's vision statement mentions a "network of bike paths" that connects Kenner neighborhoods. It recommends the City "Improve connectivity to the existing bicycle paths along the Riverfront and Lakefront through improved signage and new bicycle facilities (e.g. bicycle lanes, ramps) that intersect with the existing paths." The plan also makes specific recommendations on participating in the Jefferson Parish Bicycle Master Plan project in order to identify bicycle-based capital improvement. While the plan does not recommend treatments for any specific roadway, it does propose making streetscape improvements to key roadways serving Louis Armstrong International Airport, which could include "bike lanes where appropriate." These roadways are Airline Highway, Williams Boulevard, Veterans Memorial Boulevard, Aberdeen Street and Loyola Drive.

Table 2 Summary of Previous Bicycle Plans

Plan/Study Name (from state to neighborhood level)	Managing Agency	Main Focus with regards to Bicycle Issues	Date Comp
Louisiana Statewide Bicycle and Pedestrian Master Plan	Louisiana Department of Transportation and Development	Presents three policy areas (Pedestrian and Bicycle Accommodation, Pedestrian and Bicycle Safety, and Bicycle Facility) that address bicycle transportation and makes specific program recommendations based on those policies	2009
2005 New Orleans Metropolitan Pedestrian and Bicycle Plan	Regional Planning Commission	Survey of existing conditions, framework for evaluation of future policies, examines existing policies and best practices, addresses desired direction of future policy initiatives	2006
Jefferson Parish Comprehensive Plan Transportation Element	Jefferson Parish Government, New Orleans Regional Planning Commission	Sets goals and policy objectives for bicycle transportation in Jefferson Parish; includes recommendations for bicycle facilities, pedestrian nodes and linkages, and a network of bicycle paths and routes	2004
Jefferson Parish Thoroughfare Plan	Jefferson Parish Government, Regional Planning Commission	Review of bicycle transportation plans from <i>Jefferson Parish Comprehensive Plan Transportation Element</i> , summary of public input on bicycle transportation in parish	2006
Kenner 2030: A Strategic Plan for a Prosperous Future	City Of Kenner	Vision statement includes network of bike paths in neighborhoods; Plan encourages participation in Jefferson Parish Bicycle Master Plan and improving connectivity between Riverfront and Lakefront bicycle paths.	2011
Metairie CBD Land Use and Transportation Plan	Jefferson Parish Government, Regional Planning Commission	Examines land use and transportation in Metairie CBD; make recommendations on bike path routes, streetscape improvements, and bicycle facilities at transit stops	2001
Jefferson Edge 2020 Strategic Implementation Plan - Fat City Redevelopment	Jefferson Parish Economic Development Commission (JEDCO)	Neighborhood revitalization plan with pedestrian oriented core centered on 18 th Street. Possibility for bicycle facilities as part of streetscape improvements	2009
Bucktown Neighborhood Plan	Jefferson Parish Government	Neighborhood redevelopment plan that proposes connected bike paths and routes that traverse the neighborhood and allow for crossing the 17 th Street Canal	2007

Figure 2 Previously Proposed Routes

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Base layers source: Regional Planning Commission 2012

December 26, 2013

LEGEND

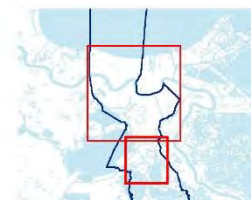
- Existing Bikeways
- - - Planned

Metairie CBD Plan

- West CBD Bike Route
- East CBD Bike Route

RPC 2005 Plan

- Central Ave. Route
- Jefferson/Orleans Corridor
- Jefferson/St. Charles Route



0 1.5 3 Miles



PLANNED AND FUNDED BIKEWAYS

12.8 miles of additional bikeways are planned and funded for construction within the next few years. They are:

BUCKTOWN CONNECTOR ROUTE, METAIRIE SHARED LANE

This project will install shared lane markings and signage from Metairie Hammond Highway to Metairie Road via Seminole, Papworth, Carrollton and Orpheum Avenues. A federal Recreational Trails grant obtained by Jefferson Parish is funding most of the project. It includes an upgrade of the signal at the intersection of Orpheum Ave. and Metairie Hammond Highway Bridge.

LEO KERNER PARKWAY, ESTELLE BIKE LANES

In January 2013 the Jefferson Parish Council passed a resolution authorizing the Parish to enter into a cooperative endeavor agreement with the State to utilize \$65,000 in State Capital Outlay funding to construct bicycle lanes on Leo Kerner Parkway. The project would install signage and marked bike lanes on existing shoulders from Barataria Boulevard to the Parc Des Familles entrance.

POWER BOULEVARD TO LAKE PONTCHARTRAIN, NORTH KENNER MULTI-USE TRAIL EXTENSION

The City of Kenner is currently planning to use \$89,300 in awarded Recreational Trails Program funds to build an extension of the Power Boulevard multi-use trail from Vintage Drive, parallel to Erlanger Road, to the access path on the Lake Pontchartrain levee trail.

GRETNA DOWNTOWN BIKE ROUTE SHARED LANE

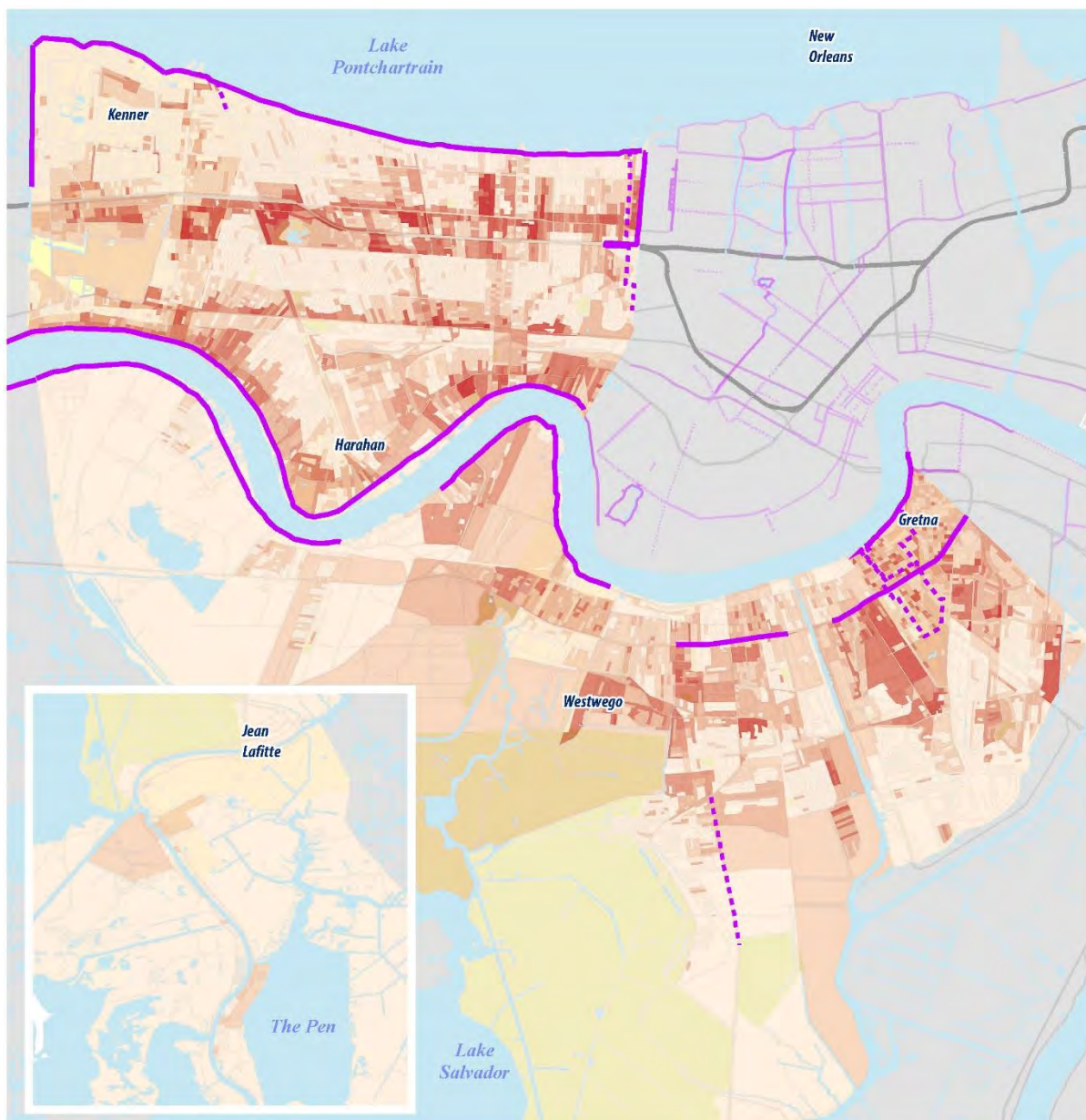
The City of Gretna will install shared lane markings and signage to connect the Mississippi River levee trail at the Gretna Ferry Terminal to the southern boundary of the city via Huey P. Long Avenue, Gretna Boulevard, Willow Drive, and 5th Street. The project will be funded by a grant from the federal Recreational Trails program.

WHERE DO JEFFERSON PARISH RESIDENTS WANT TO RIDE?

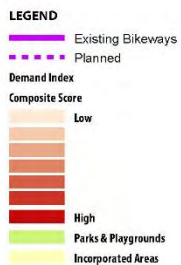
To inform recommendations for placement of future bikeways, this plan considers two types of demand for improved cycling conditions: existing demand and latent demand. Existing demand is the number of people who bike and the number of bicycling trips made. Latent demand is the number of people who *would* ride and trips that *would* occur if the supply of safe and convenient cycling conditions increased. In the absence of comprehensive counts of current bicycling rates, the project team developed a model to identify locations of the highest existing and latent demand based on an analysis of land uses, demographics and transit usage. The following indicators were considered:

- Community feedback
- Locations of households without a vehicle
- Population density
- Locations of destinations including public facilities, shopping centers, and connections to adjacent parishes
- Locations of key connectors across Parish lines and water boundaries (e.g. the 4th Street Bridge, Metairie Road)
- Jefferson Transit bike rack usage and hubs

Each of these criteria were weighted and compiled to create a “demand index” – a summary illustration of where Jefferson Parish residents already ride, want to ride, and will ride, if given a safe place to do so (Figure 3). The results indicate strong demand along the Airline Highway, Jefferson Highway and Veterans Memorial Boulevard corridors on the East Bank, and along Manhattan Boulevard on the West Bank. Concentrated demand is located in Fat City, Gretna, Westwego and Terrytown. Maps showing the individual factors described above are available in [Appendix B: Existing Conditions](#).

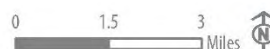
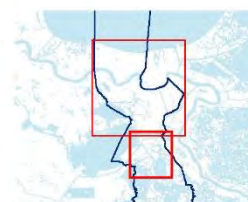
Figure 3 Bicycling Demand Index

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Base layers source: Regional Planning Commission 2012

December 26, 2013



WHERE ARE THREATS TO SAFE AND CONVENIENT BICYCLING?

To inform recommendations for placement of future bikeways, an analysis was conducted of existing threats to safe bicycling in Jefferson Parish. The following factors were considered:

PREVIOUS BICYCLE CRASHES

The locations of bicycle crashes – including those between a cyclist and either another cyclist, pedestrian, or motorist – suggest the presence of unsafe conditions. Bicycle crash data reported to law enforcement from 2009 to 2010 was available for analysis. However, bicycle crashes are typically underreported to authorities, especially if there is no serious injury or damage or do not directly involve a motor vehicle (e.g. a cyclist is forced off the road and crashes into a fixed object). This crash data also does not include any crashes that may have occurred on off-street pathways. Nevertheless, this information does provide a valuable snapshot of high crash locations, such as Williams Boulevard between I-10 and W. Napoleon Avenue, and along the West Bank Expressway.

BRIDGE LOCATIONS

Bridges, overpasses and underpasses are typically narrower than the roadways they serve, and therefore can create conflicts between cyclists and motorists sharing lanes.

POSTED SPEED LIMITS

68% of respondents to the citizen survey said “Motorists are too fast” is either a very important or the most important factor for not cycling certain roads. In general, cyclists are less comfortable sharing roadway space where motorist speeds exceed average cyclist speed by 15 mph or more (typical urban cycling speed is 10-15 mph). Moreover, posted speed limits differ from actual speeds that occur on a given roadway.

AVERAGE DAILY TRAFFIC VOLUME

In addition to speed, high levels of traffic discourage bicycling and are a major factor in a cyclist’s choice of route. 71% of survey respondents said “Too much motorist traffic” is either a very important or the most important factor for not cycling certain roads.

COMMUNITY FEEDBACK

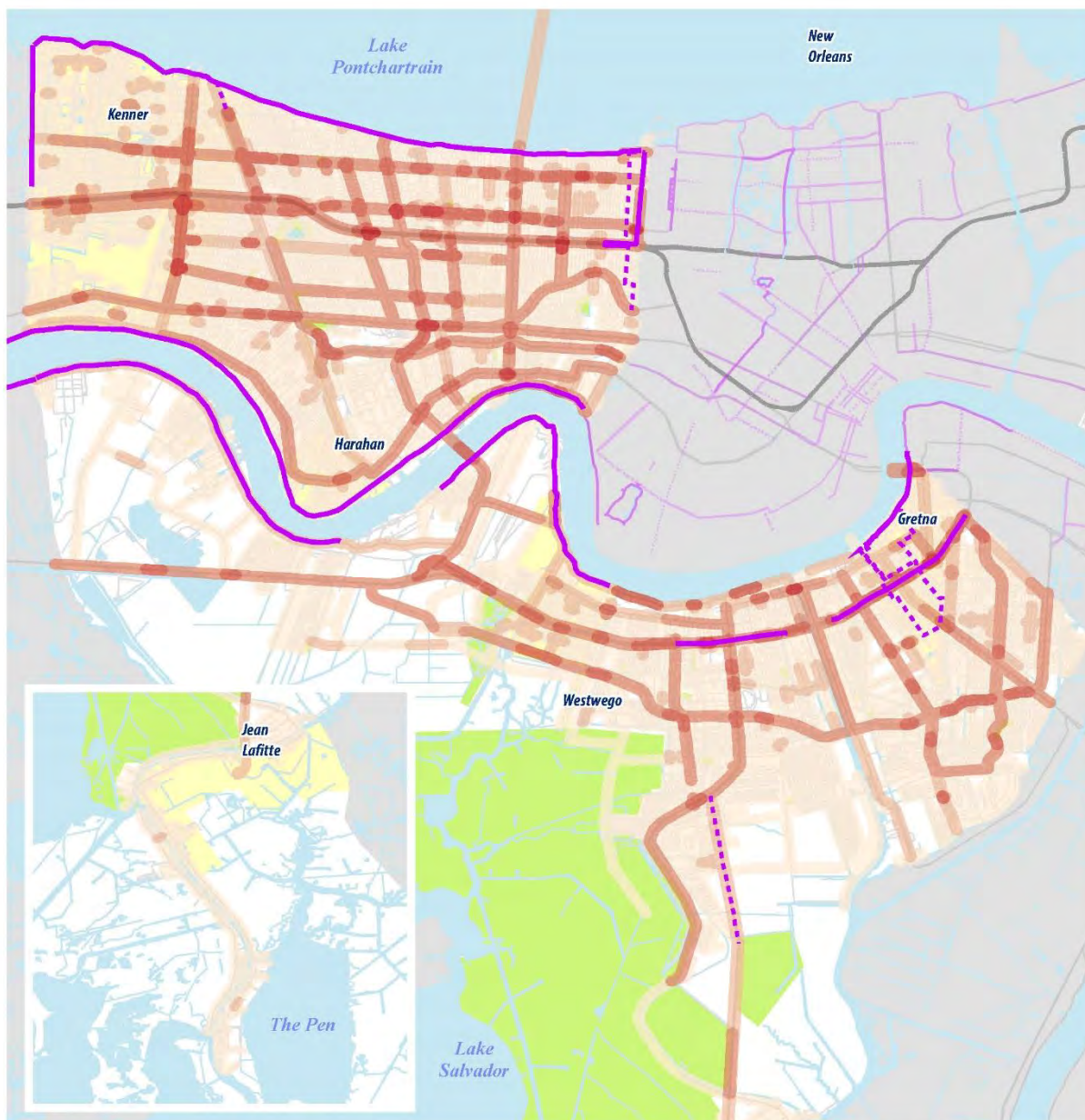
At public meetings and in the online survey, residents submitted specific roadways and intersections they consider dangerous and would like to see improved for safety.

RESULTS

Each of these criteria were weighted and compiled to create a “threat index,” a summary illustration of the most hazardous roadway segments and intersections based on these factors (Figure 4).

Maps showing the individual factors described above are available in [Appendix B: Existing Conditions](#).

Figure 4 Bicycling Threat Index

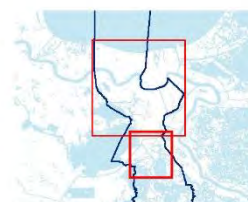


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Base layers source: Regional Planning Commission 2012

December 26, 2013



SAFETY AT INTERSECTIONS

A disproportionate number of bicycle crashes, injuries and fatalities occur at intersections, where conflicts with turning vehicles and failure to obey traffic signals are most common. The following intersections ranked the highest in the threat analysis conducted for this study. Any proposed bicycle routes that pass through these intersections, and others identified as hazardous by other sources, merit strong consideration for safety improvements.

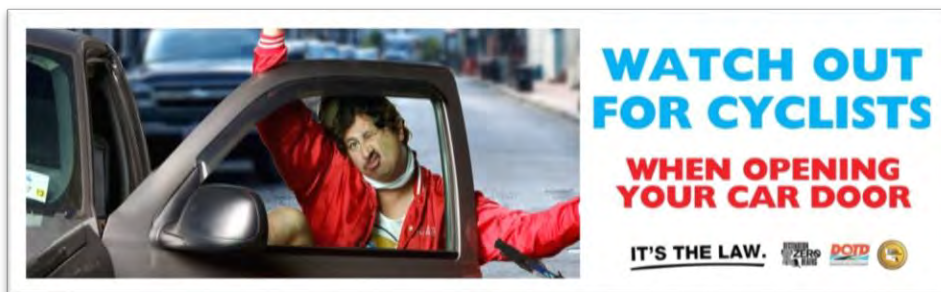
Table 3: Top 20 Threat Index Intersections

1. Veterans and Williams	11. Veterans and 17th Street Canal
2. Airline and Clearview	12. Harvey Canal and 4th Street
3. I-10 and Transcontinental	13. Veterans and Lake Villa Dr.
4. Veterans and Causeway	14. Airline and Roosevelt
5. Bonabel and I-10	15. Airline and N. Atlanta St.
6. West Bank Expressway and Stumpf	16. Airline and N. Laurel St.
7. West Bank Expressway and Saddler Rd	17. West Bank Expressway and Louisiana St
8. West Metairie and Williams	18. West Bank Expressway and Avenue A
9. Veterans and Clearview	19. Causeway and Jefferson Hwy
10. Homestead and West Esplanade	20. Jefferson Hwy and Central Avenue

EDUCATION AND ENCOURAGEMENT

In addition to providing bike lanes, trails and connected low-motor vehicle volume speed streets for safe riding, truly bicycle friendly communities educate cyclists and motorists in road safety and traffic laws. This includes school instruction, classes at bike shops and recreation facilities, and drivers' education. These communities also encourage residents and visitors to bicycle for the recreation, transportation, health and environmental benefits cycling generates.

Current bicycling education programs in Jefferson Parish are carried out by the RPC. In 2005, DOTD began contracting with the RPC to develop a bicycle and pedestrian safety education programs. These programs have included League of American Bicyclists Certified Instructor trainings, bicycle commuter safety classes and an annual public information campaign. The RPC has also created a brochure with tips and laws for pedestrians, cyclists and motorists in Spanish.



RPC's public safety campaign targets both automobilists and cyclists throughout the New Orleans region

Jefferson Transit trains its drivers to be aware of cyclists and educates them in cyclists' rights to the road.

The Jefferson Chamber of Commerce organizes the annual Tour de Jefferson to raise awareness of recreational amenities on the West Bank, including Bayou Segnette, the Mississippi River Trail, and Jean Lafitte National Park. The ride caters to all skill levels and ages, and has attracted more than 600 riders.

The federally established and funded Safe Routes to School program provides competitive, reimbursable grants to schools and school districts wishing to improve walking and bicycling infrastructure and offer education and encouragement programs. In 2013, the City of Kenner earned a \$28,000 award to fund such programs at Chateau Elementary and Audubon Elementary schools.

In 2009, the City of Gretna was awarded Safe Routes to School grants for elementary and middle schools located in the McDonoghville and Johnson neighborhoods, though these have yet to begin the programs.

HOW DO CURRENT ZONING AND LAND USE POLICIES IMPACT BICYCLING?

Zoning and land use policies hold the potential to improve bicycling conditions, by promoting street grids and forms that make cycling a convenient transportation option. However, current Jefferson Parish zoning and land use regulations make few explicit references to bicycling facilities or bicycling for transportation or recreation. This section highlights the strengths and weaknesses of Jefferson Parish's land use policies that impact bicycling. A more thorough analysis is included in [Appendix D](#).

ZONING DISTRICTS

The comprehensive zoning ordinance is the legal tool communities use to regulate land use and a key component of any zoning ordinance is the zoning or use districts. Zoning districts are used to regulate the location, type, and size of uses within an area.

The Comprehensive Zoning Ordinance, Chapter 40 of the Jefferson Parish Code of Ordinances, has thirty-three base zoning districts that define permitted uses and also contain standards that address maximum size of structures, height, setbacks, signage, and landscaping. The ordinance also has additional sections that contain standards for off-street parking and loading, general sign regulations, and non-conforming uses.

The zoning districts in the ordinance include a range of districts from primarily residential rural and suburban districts to office-warehouse and industrial districts. With the exception of three mixed-use districts, the zoning districts in this ordinance do not encourage a variety and mix of land uses in close proximity, do not address transit-oriented development, and generally, do not contain standards that address bicycle transportation.

JEFFERSON PARISH MIXED-USE DISTRICTS

The ordinance contains two mixed use districts. The purpose of the Mixed-Use Corridor District is to “provide a superior means for developing mixed land uses along arterial streets or collectors as identified on the Jefferson Parish Thoroughfare Plan, through landscape and buffer requirements, general design standards and sign regulations.”⁸

The Old Bucktown Mixed-Use Residential District 1 (OBM-1), Article XVI.5 and Old Bucktown Mixed-Use Commercial District 2 (OBM-2), Article XVIII.5. The OBM-1 “employs special design standards that respect the area's relationship with Lake Pontchartrain, promote pedestrian and bicycle access and circulation, reduce vehicular movements, encourage walkability, increase public safety, and improve the overall quality of development with alternative innovative residential and mixed use design.”⁹

The OBM-2 incorporates “special design standards that accentuate the area's relationship to Lake Pontchartrain, increase public safety, provide for greater pedestrian and bicycle access and circulation, and improve the overall quality of development with respect to the proper blend of commercial and residential uses, density, signs, landscaping, and other elements to create an inviting streetscape and a highly functional corridor.”¹⁰

⁸ Article XXV, Sec. 40-441. – Purpose

⁹ Article XVI.5, Sec. 40-271. – Purpose

¹⁰ Article XVIII.5, Sec. 40-310. – Purpose

Both districts promote improving the overall quality of development with innovative residential, commercial, and mixed-use design. With this precedent established, Jefferson Parish has the ability to designate additional mixed-use zoning areas throughout the Parish that enable bicycling as a mode of transportation.

ZONING STANDARDS

While the zoning districts in a comprehensive zoning ordinance determine the location, type, and size of specific uses, zoning ordinances usually contain another level of standards. These standards control how the “site” or “lot” is developed and can include parking, landscaping, signage, pedestrian and bicycle access, lighting, etc. These standards are sometimes referred to as supplementary or accessory standards and can impact bicycle usage.

These standards can cover many areas, but some of the most important for supporting bicycle transportation including parking standards, access standards (how people move from the street to the destination), and signage standards. The quantity and design of bicycle parking spaces and overall connectivity is important for bicyclists and can impact the bicyclist’s ability to travel from the street or bike path to their destinations. Signage that is oriented for pedestrians and bicyclist helps to identify bicycle paths, parking areas, and facilities.

PARKING

Parking is addressed generally in the section Off-Street Parking and Clear Vision Area Regulations, Article XXXV. Additionally, some of the use districts contain specific parking regulations. The parking standards in the ordinance solely address vehicular parking and **there are no references to bicycle parking.**

SIGNAGE

Signage is addressed generally in the section General Sign Regulations, Article XXXVI. Additionally, the non-residential zoning districts contain specific signage regulations. The **sign regulations do not address signage for bicycle parking areas**, however they make a reference to pedestrian-oriented directory and menu signs in allowing electronic message (EVM) sign that are of limited size (maximum area of 3 square feet) and are attached to a building within four feet of the building’s entrance or window serving walk-up customers (Article XXXVI, Sec 40-682.3.m).

The mixed-use districts discussed in the previous section do have standards that encourage pedestrian oriented signage. The OBM-1 limits detached signs to monument-style signage no greater than 5 feet in height, and the OBM-2 limits detached signs to monument-style signage no greater than 6 feet in height. Both of the standards help in creating a more bicycle friendly environment.

CONNECTIVITY

The Mixed Use Corridor District includes the following standards that encourage connectivity:

- Adequate ingress, egress and internal circulation shall be provided to accommodate vehicular and pedestrian traffic, including walks, driveways, service bays and driveways, and off-street loading areas (Article XXV, Sec 40-447.a.1).
- Pedestrian and vehicular traffic shall be separated with landscaped space (Article XXV, Sec 40-447.a.3).
- The linking and coordination of parking areas between developments in the Mixed Use Corridor District shall be encouraged to reduce the number of turns onto and off of surrounding streets and reduce potential traffic conflicts (Article XXV, Sec 40-447.a.4).

- Continuous sidewalks connecting any existing sidewalks shall be provided along public rights-of-way (Article XXV, Sec 40-443.c.15).

While these standards provide a foundation for connectivity, they lack detailed guidelines and performance measures that set a minimum baseline for acceptability.

Both of the Old Bucktown Mixed-Use Districts (OBM-1 and OBM-2) require that site plans for new development should identify vehicular and pedestrian circulation patterns, and the OBM-2 district also requires continuous sidewalks connecting to any existing sidewalks be provided along public rights-of-way. However, these standards lack detailed guidelines and performance measures that set a minimum baseline for acceptability.

SUBDIVISION REGULATIONS AND SPECIAL DEVELOPMENT ORDINANCES

While zoning affects how a development functions in regards to layout, design, and physical features, it will often have a lesser effect if most of the land is already developed and only the use is changing. Addressing design and layout on the front end, especially for areas where large infrastructure investments will be needed, is one of the most effective and efficient methods to address bicycle transportation. Subdivision regulations control how land is divided into lots, the size and layout of the lots, and the type and design of the infrastructure that will be installed. Addressing bicycle transportation, mobility, connectivity, and infrastructure in subdivision processes and special development ordinances allows for the community to create bicycle friendly developments.

Through subdivision regulations and special design ordinances such as Planned Use Developments (PUD) and Traditional Neighborhood Developments (TND) a community can encourage design and construction of bicycle friendly features in the initial construction of a new development. These features can include: sidewalks, bike paths, multi-use paths, and street and block design that encourages bicycle use. Additionally, streets and intersections can be designed with traffic calming devices that increase safety for pedestrians and bicyclists.

UNIFIED DEVELOPMENT CODE – CHAPTER 33

The Jefferson Parish Unified Development Code (UDC) contains regulations governing planning, subdivision, and building throughout unincorporated areas of Jefferson Parish. In addition to basic subdivision regulations, the chapter also addresses additional signage, public facilities, and development standards that are required for new development.

Streets

The UDC requires the installation of adequate public facilities, including streets. The street standards section includes the following language:

Streets. Proposed streets shall provide a safe, convenient and functional system for vehicular, pedestrian and bicycle circulation; shall be consistent with the comprehensive plan as well as adopted transportation plans; and shall be appropriate for the particular traffic characteristics of each proposed development (Article 7, Sec. 33-7.1.f).

However, the **specific requirements and performance measures do not define adequate pedestrian or bicycle circulation.**

Block Length

The subdivision requirements limit block length to 1,000 feet. While this number could be allowable for a large rural subdivision, a block this large in suburban or urban areas would limit connectivity within a new development. Most bicycle-friendly codes

restrict blocks to less than 700 feet in length, or require blocks of greater length to have a bicycle and/or pedestrian walkway or path at the midpoint of the block.

SPECIAL DEVELOPMENT ORDINANCES

Jefferson Parish does not have a Planned Use Development (PUD) or Traditional Neighborhood Development (TND) ordinance or planning process. These ordinances are often useful because they can provide developers and the community flexibility in creating walkable, bikeable communities by providing incentives for alternative infrastructure, street patterns, and design features.

4. GOALS AND RECOMMENDATIONS

The assessment of cycling in Jefferson Parish today reveals that a number of significant opportunities are available to public officials, neighborhood organizations, schools and businesses to make bicycling safer and more convenient. This chapter states five broad goals that epitomize citizens' vision of a bicycle friendly Jefferson Parish, and details numerous infrastructure, policy and programmatic objectives that will achieve the goals.

The objectives range from small, affordable policy changes and programs to implement in the short term, to resource-intensive, 10- to 20-year capital projects that will require coordination with multiple public and private stakeholders. As such, full implementation of the Master Plan will be incremental. **Chapter 5** describes the actions necessary to make these changes.

OVERVIEW

The table below summarizes each of the Master Plan's goals, objectives and affiliated actions recommended to fulfill its vision. A detailed description of each objective follows.

GOAL 1: A comprehensive bikeway network, in which levee top multi-use trails are continuous, easy to access, and well-marked, and a network of maintained north-south and east-west bicycle facilities connect neighborhoods, trails, adjacent parishes and community destinations.	
OBJECTIVE	ACTION
1. Build priority, near term, on-street bikeways to connect levee trails	a) Restripe traffic lanes, install pavement markings and install signage indicating bicycle routes along recommended priority segments (Table 6 and Table 7)
	b) Install signage and shared-lane markings along streets that are already bicycle friendly and are recommended bicycle boulevard and sharrow segments, with highest priority given to those that complete a gap in the bikeway network, or provide near term connectivity of the system (Table 20 and Table 21)
	c) Create and designate paved shoulder lanes. Install signage, pavement markings and pour asphalt, if necessary, opportunistically in conjunction with regularly scheduled road maintenance or road reconstruction activities on recommended paved shoulder segments (Table 8)
2. Plan, design and build high demand, challenging-to-implement bikeways	a) Install 10' asphalt or concrete trail from Gretna Ferry Terminal to Bark Drive, signage, pavement markings and access ramp to Bark Drive
	b) Install 10' asphalt or concrete trail from Destrehan Ave to Klein Street, signage, pavement markings and access ramp to Destrehan Ave.
	c) Extend Duncan Canal level trail past Louis Armstrong Airport to Airline Highway via levee or existing tunnels
	d) Coordinate with Norfolk Southern Railroad to determine right-of-way lease opportunities
	e) Coordinate with US Army Corps of Engineers, Levee Districts, U.S. National Park Service and Louis Armstrong New Orleans International Airport on levee and canal trail projects
3. Improve bicycle access across the Mississippi River and Harvey Canal	a) Make Huey P. Long Bridge bicycle-friendly by permitting bicycle usage of outside shoulders and improving safety and comfort on approaches
	b) Explore opportunities to restore Gretna ferry service
	c) Begin planning for development of dedicated bicycle/pedestrian bridge crossing of Mississippi River

	d) Plan to accommodate cyclists at 4th Street bridge and future Harvey Blvd. bridge
4. Improve safety and comfort at high-volume intersections for cyclists	a) When designing bicycle facilities, bicycling facility features such as marked crossings, color lanes, and bike boxes should be considered at high traffic volume intersections
5. Maintain and improve existing trails and on-street bikeways	a) Upon completion of levee and pumping station construction, reopen closed levee trail segments
	b) Widen 17th Street Canal trail between Veterans Memorial Blvd to Rosebud Street from 8' to 10', install pavement markings
	c) Repave and widen 17th Street Canal trail from I-10 Service road to Veterans Memorial Blvd. to 10', install pavement markings
	d) The Streets Department should sweep all designated bikeways including lanes, shoulders and trails
GOAL 2: Destination facilities accommodate cyclist needs throughout the Parish	
OBJECTIVE	ACTION
1. Install bicycle parking at popular public destinations	a) Partner with Where Ya' Rack to identify convenient locations for short- and long-term parking at facilities listed in Table 10
2. Design, build and maintain trailhead facilities at strategic locations adjacent to popular recreational trails	
3. Amend the Zoning Code to require bicycle parking and support facilities at privately developed commercial, retail, multifamily and institutional properties at the time of construction or renovation	
4. Reform parking lot design requirements within the Zoning Code to accommodate cyclists	
GOAL 3: Jefferson Parish planning and engineering policies, procedures and guidelines support the planning, design, construction, operation, maintenance and evaluation of bicycle infrastructure and programs	
OBJECTIVE	ACTION
1. Adopt and employ a complete streets policy that ensures that all roadways safely accommodate all road users	
2. Adopt and employ the Bicycle Facility Design Guidelines	
3. Create a Bicycle & Pedestrian Coordinator position within the Planning Department or Engineering Department	
4. Establish and regularly convene a permanent Bicycle Advisory Committee to monitor implementation of the Master Plan	a) Adopt a resolution that makes the Master Plan Citizen Advisory Committee an official, permanent body
	b) Designate Planning Department or Engineering Department staff to coordinate the committee
GOAL 4: Jefferson Parish educates road users in cycling rights and laws, encourages bicycling, enforces traffic laws, evaluates performance, and assures equity	
OBJECTIVE	
1. Create a public information and education campaign, working with local groups such as Jefferson Chamber, Crescent City Cyclists, Bike Easy and shop owners to develop and distribute content and messaging	
2. Offer trainings for professional drivers, including delivery drivers, taxi drivers, waste management drivers, emergency responders and for public employees with access to public vehicles	
3. Provide training to law enforcement officers to help improve public safety and enforce existing laws more effectively	
4. Offer bicycle education for children and youth through schools and recreational programming, such as bike rodeos and helmet fit seminars	
5. Encourage employers to offer incentives to employees to bike to work	
6. Organize "open streets" events in which a street is temporarily closed for exclusive use by non-motorized users	
7. Organize Safe Routes to School "Bicycle Trains"	
8. Create an easy-to-use website that offers resources for cyclists, such as safety tips and a bike route map	

9. Conduct individualized marketing to promote cycling
10. Organize regular bike light campaigns
11. Start a bicyclist ticket diversion program, in which officers give cyclists an opportunity to waive fees for traffic violations, such as riding in the wrong direction, by attending a bicycling education course
12. Create a bicycle emergency response team
13. Conduct annual counts of “before and after” at locations of bicycle improvements in order to study the change in use, car speed and crash numbers, and other strategic locations
14. Focus on women, families, minorities and at-risk youth
GOAL 5: Land use policies encourage development of bicycle friendly neighborhoods
OBJECTIVE
1. Revise the comprehensive zoning ordinance to require and incentivize the installation of appropriate short and long-term bicycle parking and signage at new developments and major renovations
2. Revise the comprehensive zoning ordinance to reform parking lot design requirements within the Zoning Code to accommodate cyclists (Goal 2, Objective 4)
3. Reform subdivision regulations to better accommodate the needs of cyclists

GOAL 1: A COMPREHENSIVE BIKEWAY NETWORK

Building a network of connected and easily accessible bikeways is the most effective strategy for improving bicycling safety, encouraging people to ride, and building awareness of Jefferson Parish as a bicycle-friendly community. Over the long term (up to 20 years) this Master Plan recommends construction of over 450 miles of bikeways throughout the Parish. Figure 5 shows the entire, long-range bicycle route network proposal. The network is designed to meet the following objectives:

1. Helps fulfill the vision of Jefferson Parish as a place where **everyone can safely and comfortably bicycle** for recreation and transportation
2. Meets demand for **facilities determined through the public involvement process**
3. **Improves safety** of all road users
4. Provides **access to key destinations**, including retail and employment centers, public facilities and recreational facilities, such as parks and the existing levee trails
5. Is **technically feasible** with regard to right-of-way constraints, existing automobile traffic volume and speed, and funding opportunities

A range of bikeway facility types – from shared lane markings to greenway trails completely separated from motor vehicle traffic – make up the plan. The specific facility type that should be provided depends on the surrounding environment (e.g. auto speed and volume, topography, and adjacent land use) and expected bicyclist needs (e.g. bicyclists commuting on a highway versus students riding to school on residential streets). The proposed facility types are based on these factors and feedback received during the public engagement process and collaboration with Jefferson Parish and municipality officials.

Most bicyclists prefer facilities separated from motor vehicle traffic or located on local roads with low motor vehicle traffic speeds and volumes. Because off-street pathways are physically separated from the roadway, they are perceived as safe and attractive routes for bicyclists who prefer to avoid motor vehicle traffic. Consistent use of treatments and application of bikeway facilities allow users to anticipate whether they would feel comfortable riding on a particular facility, and plan their trips accordingly. For this reason, off-street trails and cycle tracks are proposed frequently throughout the network.

Overall, **the Master Plan proposes 459.6 miles of bikeways** at an estimated cost of \$67.5 million to \$74.9 million (2013 dollars). Table 4 summarizes the network size and estimated cost of construction by facility type.

Table 4 Proposed Bicycle Route Network, by Facility Type

Facility Type	Miles	Average cost per mile*	Total Cost
Bike Lane	122.2	\$ 16,368	\$ 2,000,170
Sharrow	95.5	\$ 12,700	\$ 1,212,850
Bicycle Boulevard	71.9	\$ 116,160	\$ 8,351,904
Paved shoulder	68.6	\$ 264,000	\$ 18,110,400
Greenway	55.9	\$ 479,000	\$ 26,776,100
Side Path	37.0	\$ 479,000	\$ 17,723,000
Cycle Track	8.5	\$ 90,499	\$ 772,793
Total	459.6	\$146,866 - \$162,967	\$ 67.5 M to \$ 74.9 M

*The cost estimates assume that bike lane projects include restriping only; widening for bike lanes or resurfacing will increase costs substantially. These costs do not include acquisition of right-of-way, but do include design, engineering costs, and contingency costs.

BICYCLE FACILITY TYPES

Each of the proposed bicycle routes fall into one of the following facility categories and types (Goal 3.2 in this chapter and **Appendix H** contain additional details):

SHARED ROADWAYS

On shared roadways, bicyclists and motor vehicles use the same roadway space. These facilities are typically used on roads with low speeds and traffic volumes; however they can be used on higher volume roads with wide outside lanes. A motor vehicle driver will usually have to cross over into the adjacent travel lane to pass a bicyclist, unless a wide outside lane or shoulder is provided.

Bicycle Boulevard Bicycle Boulevards are low-volume, low-speed streets modified to enhance bicyclist comfort by using treatments such as signage, pavement markings, traffic calming and/or traffic reduction, and intersection modifications. These treatments allow through movements of bicyclists while discouraging similar through-trips by non-local motorized traffic.



Sharrow/Marked Shared Roadway A marked shared roadway is a general purpose travel lane marked with shared lane markings (SLM) used to encourage bicycle travel and proper positioning within the lane.

SEPARATED BIKEWAYS

Designated exclusively for bicycle travel, separated bikeways are segregated from vehicle travel lanes by striping, and can include pavement stencils and other treatments. Separated bikeways are most appropriate on arterial and collector streets where higher traffic volumes and speeds warrant greater separation.



Shoulder Bikeways Typically found in less-dense areas, shoulder bikeways are paved roadways with striped shoulders (4'+) wide enough for bicycle travel. They often, but not always, include signage alerting motorists to expect bicycle travel along the roadway. Shoulder bikeways should be considered a temporary treatment, with full bike lanes planned for construction when the roadway is widened or completed with curb and gutter.



Bicycle Lane A portion of roadway that has been designated for preferential or exclusive use by bicyclists by pavement markings and, if used, signs. It is intended for one-way travel, usually in the same direction as the adjacent traffic lane, unless designed as a contra-flow lane. This type includes buffered bicycle lanes - conventional bicycle lanes paired with a designated buffer space, separating the bicycle lane from the adjacent motor vehicle travel lane and/or parking lane.



Cycle Track An exclusive bike facility that combines the user experience of a separated path with the on-street infrastructure of a conventional bike lane. A cycle track is physically separated from motor traffic and distinct from the sidewalk.

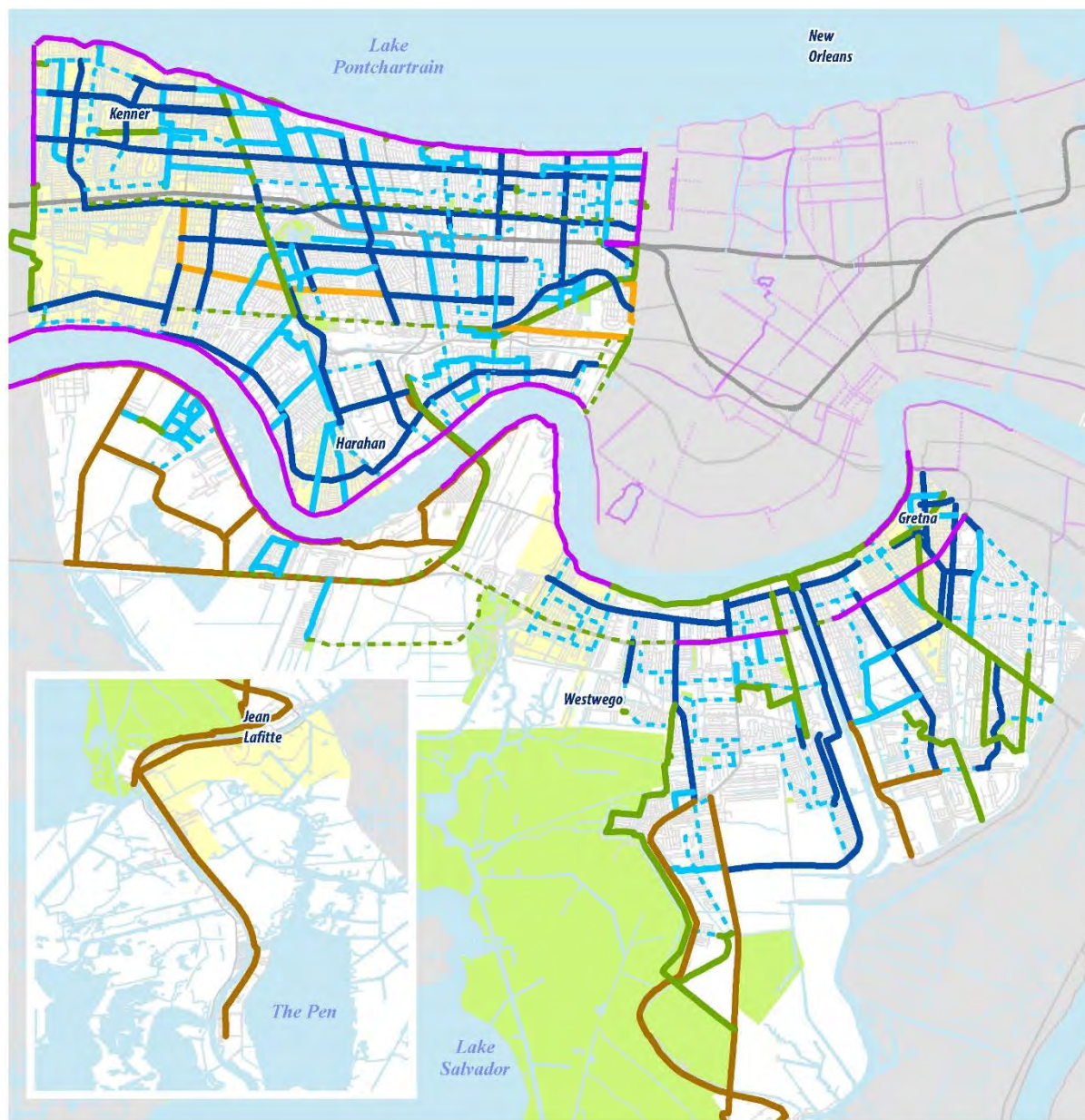
TRAILS

By further separating bicyclists from motor traffic, shared use trails offer a higher level of comfort than bike lanes and are attractive to a wider spectrum of the public.



Shared Use Trail/Sidepath A path bicyclists may share with runners, joggers and other non-motorized users located immediately adjacent and parallel to a roadway.

Greenway A type of shared-use path that follows a linear corridor, such as the levee trails. Greenways allow for two-way, off-street bicycle use and also may be used by pedestrians, skaters, wheelchair users, joggers and other non-motorized users.

Figure 5 Recommended Bicycle Network

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LEGEND

- Existing Bikeways
- Recommended Routes
- Greenway
- Side Path
- Cycle Track
- Paved Shoulder
- Bike Lane
- Bicycle Boulevard
- Sharrow
- Parks & Playgrounds
- Incorporated Areas

Base layers source: Regional Planning Commission 2012
December 26, 2013



Figure 6 Recommended Bicycle Network, Kenner

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LEGEND

- Existing Bikeways
- Recommended Routes**
 - Greenway
 - Side Path
 - Cycle Track
 - Paved Shoulder
 - Bike Lane
 - Bicycle Boulevard
 - Sharrow
- Parks & Playgrounds
- Incorporated Areas

Base layers source: Regional Planning Commission 2012

December 26, 2013

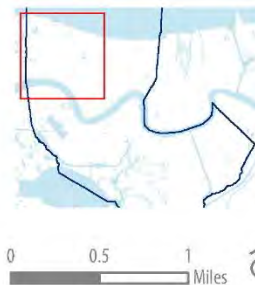
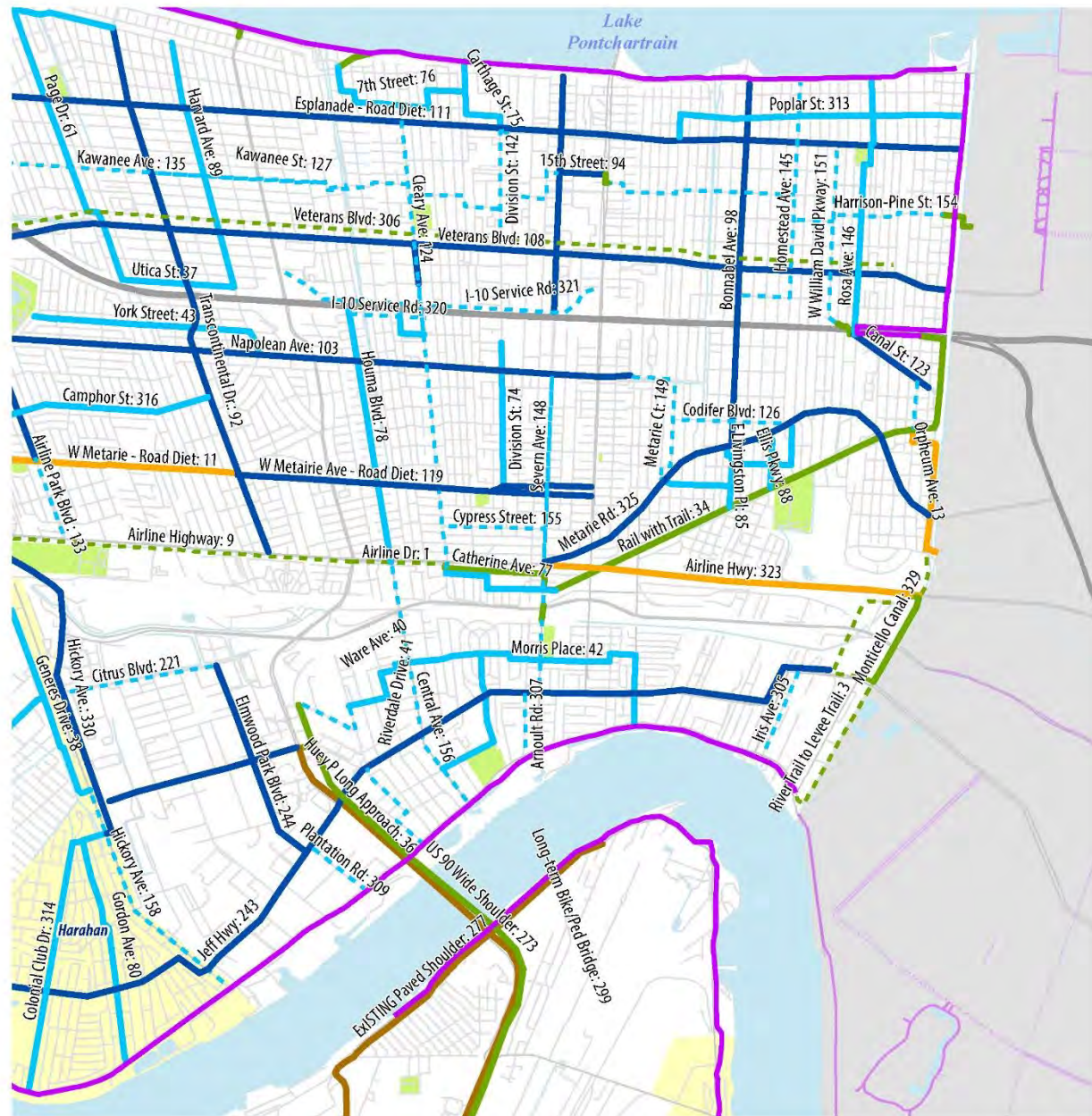


Figure 7 Recommended Bicycle Network: Metairie



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LEGEND

- Existing Bikeways
- Recommended Routes**
 - Greenway
 - Side Path
 - Cycle Track
 - Paved Shoulder
 - Bike Lane
 - Bicycle Boulevard
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 - Parks & Playgrounds
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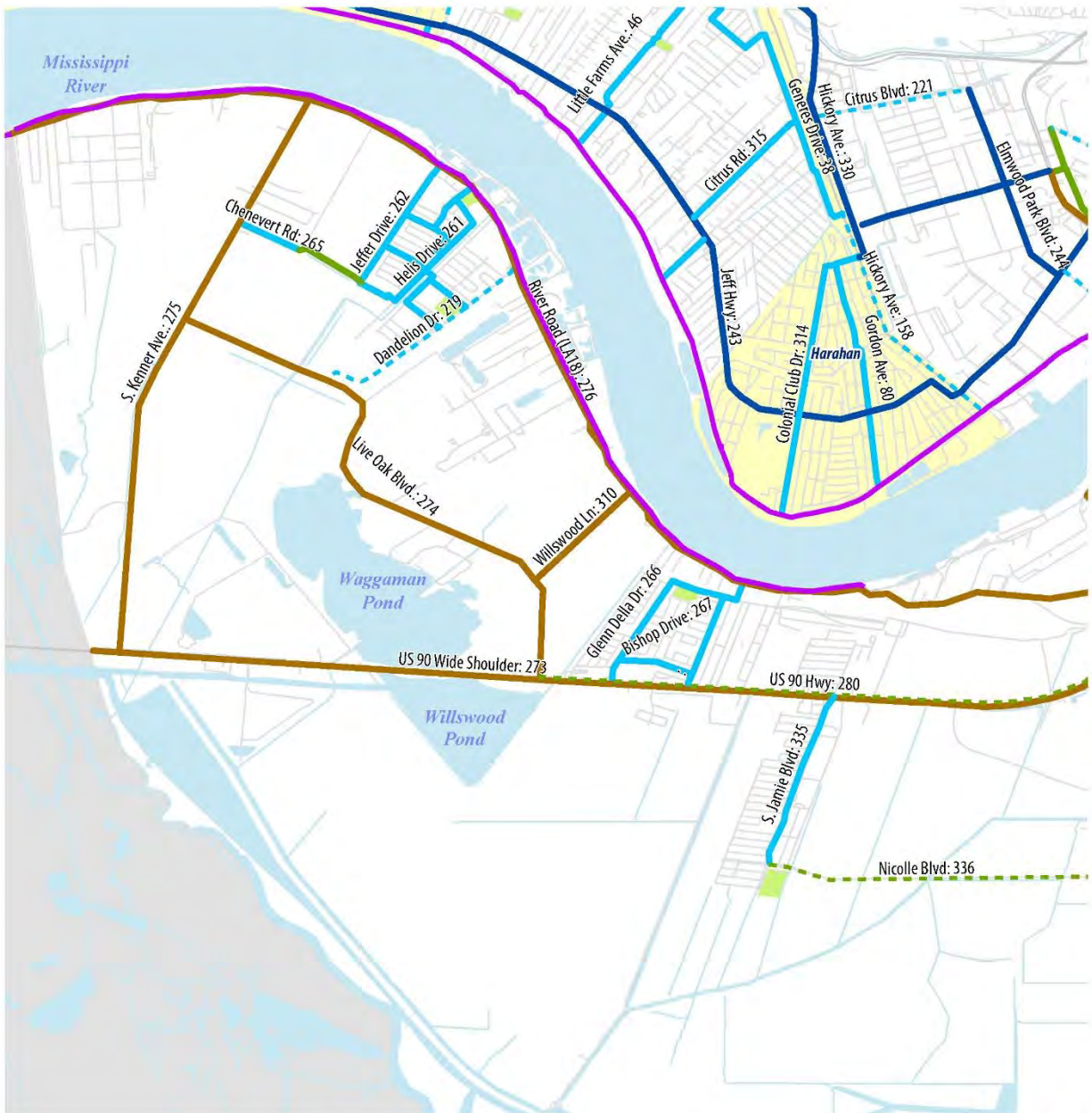
Base layers source: Regional Planning Commission 2012

December 26, 2013



0 0.5 1 Miles



Figure 8 Recommended Bicycle Network: Waggaman/Harahan

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LEGEND

- Existing Bikeways
- Recommended Routes**
 - Greenway
 - Side Path
 - Cycle Track
 - Paved Shoulder
 - Bike Lane
 - Bicycle Boulevard
 - Sharrows
 - Parks & Playgrounds
 - Incorporated Areas

Base layers source: Regional Planning Commission 2012

December 26, 2013



0 0.5 1 Miles



Figure 9 Recommended Bicycle Network: Westwego/Marrero

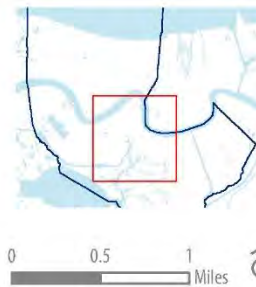
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LEGEND

- Existing Bikeways
- Recommended Routes**
 - Greenway
 - Side Path
 - Cycle Track
 - Paved Shoulder
 - Bike Lane
 - Bicycle Boulevard
 - Sharrow
- Parks & Playgrounds
- Incorporated Areas

Base layers source: Regional Planning Commission 2012

December 26, 2013





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 - Bike Lane
 - Bicycle Boulevard
 - Sharrow
- Parks & Playgrounds
- Incorporated Areas

Base layers source: Regional Planning Commission 2012

December 26, 2013



0 0.5 1 Miles



Figure 11 Recommended Bicycle Network: Lafitte

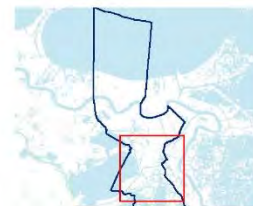
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 - Sharrow
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- Incorporated Areas

Base layers source: Regional Planning Commission 2012

December 26, 2013



0 1 2 Miles



1.1: BUILD PRIORITY, NEAR TERM BIKEWAYS TO CONNECT LEVEE TRAILS

The first step toward implementing a bicycle network is identifying near-term, high-priority projects. With key projects identified, Jefferson Parish and its partners can take the next steps of communicating with key partners along the proposed alignments (such as DOTD, utility companies, or impacted neighborhoods), pursuing project-specific funding, and developing design and construction documents for project implementation.

High priority projects were identified based on weighted evaluation criteria shown in Table 5, and include feasibility, safety impact and community support. The overarching interest in geographic equity – that is, fairly distributing improves throughout the Parish – also guided priority project selection.

Table 5 Evaluation criteria for project prioritization

Criteria	Relative Weight
Near-term feasibility (Design feasibility; Inclusion in Federal Aid Network; Etc.)	5
Safety improvements for bicyclists and pedestrians	4
Community support (via the public involvement process)	3
Access to key destinations, including commercial and employment centers	2
Connections to existing bicycle, pedestrian, and trail facilities	1

The near-term on-street priority facilities include corridor improvements within a road right of way that ranked high within the prioritization criteria. Jefferson Parish is traversed by long, straight arterials with high concentrations of commercial destinations, as well as high traffic volumes and wide crossing distances. The near-term feasibility of improving these corridors varies, but all serve as crucial connectors to centers of activity. Lower volume collector and local streets can provide equally important connections, often with fewer challenges to implementation.

The tables also list a probable total cost for each project. The total, estimated costs for all priority projects ranges from \$4.8 to \$4.9 million, depending on the chosen option for Bonabel Boulevard.

DEVELOPING PROBABLE COSTS

The probable costs estimates are construction costs based upon the recommendations. Important assumptions used to arrive at these estimates are:

- All costs are in 2013 dollars (partially based on recent parish bids)
- Costs do not include property acquisition, utilities, and custom overpasses/underpasses (except where explicitly identified)
- Standard construction methods and materials with the best life-cycle cost and performance characteristics are used

Since these preliminary estimates are based on a planning-level understanding of trail components, rather than on a detailed design, they should be considered as “Order of Magnitude”. American Society for Testing and Materials (ASTM) Standard E2620 defines Order of Magnitude as being accurate to within plus 50% or minus 30%. This broad range of potential costs is appropriate given the level of uncertainty in the design at this point in the process. Many factors can affect final construction costs, including:

- Final construction phasing
- Selected alignment
- Revisions to the design as required by local, state and federal permitting agencies
- Additional requirements imposed by property owners as a condition of granting property rights (e.g., fencing, vegetated buffers, etc.)
- Fluctuations in commodity prices during the design and permitting processes
- Selected construction materials
- Type and quantity of amenities (e.g., benches, lighting, bike racks, etc.)
- Extent of landscaping desired

- Availability of donated materials and volunteer labor

As the project progresses through preliminary, semi-final and final design phases, these uncertainties begin to diminish. With each round of refinement a range of expected construction costs will become more accurately known.

Table 6 and Table 7 list the highest priority Master Plan projects for the West Bank and East Bank, respectively. The order in which the projects are listed does not indicate rank. Detailed cross sections and plans are located in **Appendix F: Bikeway Recommendations**.

The tables also list a probable total cost for each project. The total, estimated costs for all priority projects ranges from \$4.8 to \$4.9 million, depending on the chosen option for Bonnabel Boulevard.

DEVELOPING PROBABLE COSTS

The probable costs estimates are construction costs based upon the recommendations. Important assumptions used to arrive at these estimates are:

- All costs are in 2013 dollars (partially based on recent parish bids)
- Costs do not include property acquisition, utilities, and custom overpasses/underpasses (except where explicitly identified)
- Standard construction methods and materials with the best life-cycle cost and performance characteristics are used

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- Availability of donated materials and volunteer labor

As the project progresses through preliminary, semi-final and final design phases, these uncertainties begin to diminish. With each round of refinement a range of expected construction costs will become more accurately known.

PHASING BIKEWAYS

It is important to note that, based on the research, analysis, and public input documented in the Master Plan, the entire proposed network has evidenced merit. All remaining proposed projects not listed in this section play an important role in completing the vision of the bicycle network. These projects should be considered mid- to long-term projects and should be considered for implementation whenever a time-sensitive opportunity arises (such as a planned road widening, road resurfacing, new development, or land easement/acquisition opportunity).

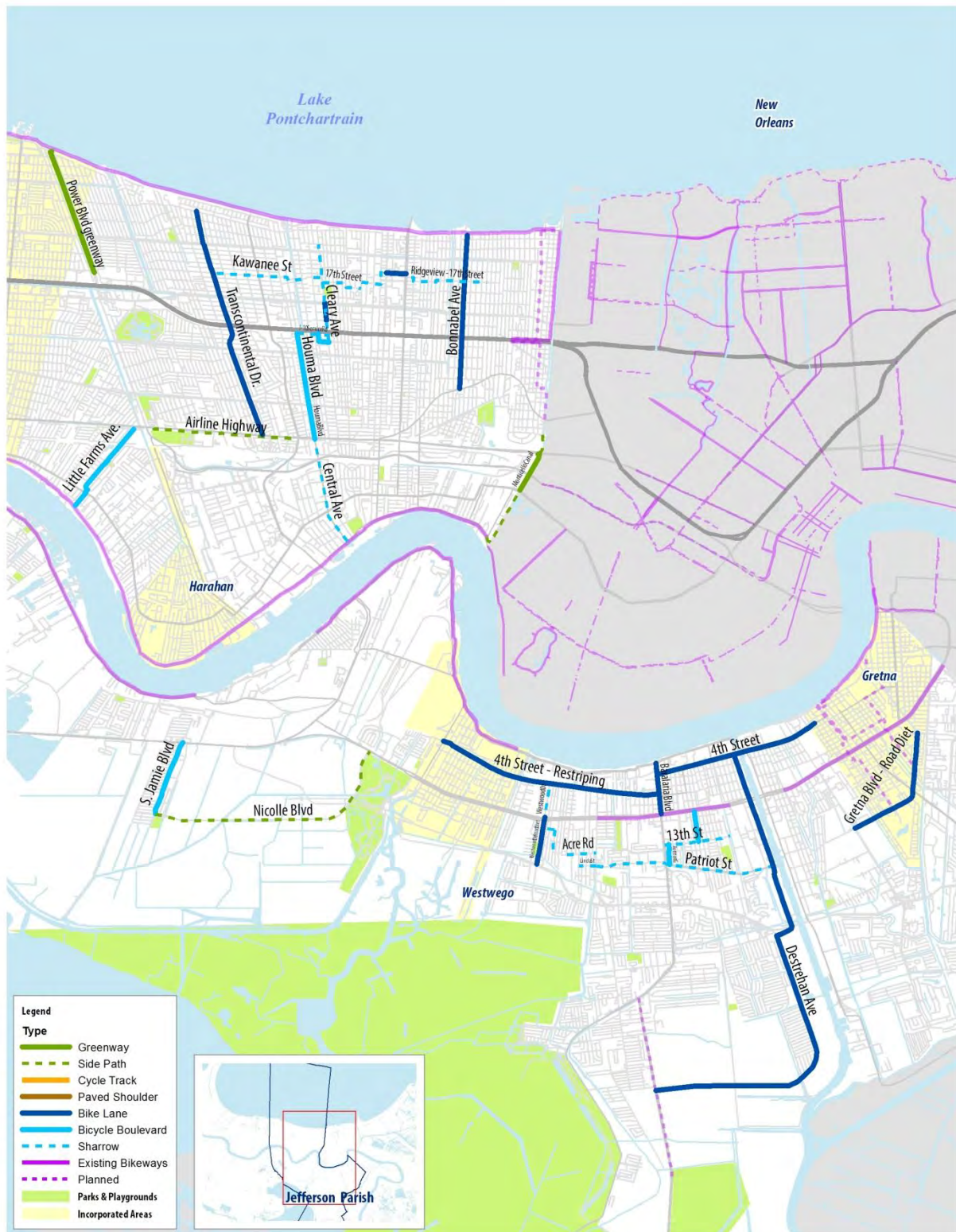
Table 6 Near-Term, Priority Bikeways: West Bank

Project	Start	End	Length (mi)	Facility Type	Total Cost (with 15% contingency)	Implementation Strategy
Westwood Drive	4th Street/ LA18	Rue Louis Philippe	0.50	Bicycle Lane/ Shared-lane Markings	\$72,552	Bike lane between Westbank Express and Laplco Blvd will require a road diet and restriping of the roadway. Add markings and signage.
4th Street/LA18	Louisiana Street	Huey P. Long Avenue	5.14	Bicycle Lane	\$1,117,157	Use existing shoulder and add additional pavement on North side of road; add markings, and signage; curb & gutter optional
Avenue A - Avenue G - August Ave - Bywater St - Acre Rd - Drange St - 8th St*	West Bank Expressway (US90)	Westwood Drive	2.69	Shared-lane Markings; Bicycle Boulevard	\$254,535	Add markings and signage. Intersection treatments may be required.
Destrehan Avenue	4th Street/ LA18	Leo Kerner Parkway	7.15	Bicycle Lane	\$591,574	Restripe existing shoulder north of US 90 and study opportunity for conversion to 2 travel lanes with center turn lane and bike lanes south of US 90 (note: condense curb cuts in industrial areas; special attention needed at intersection of Destrehan with on/off-ramp to US 90)
Gretna Boulevard	Manhattan Boulevard	Stumpf Boulevard	1.82	Bicycle Lane	\$124,788	Study opportunity for lane reconfiguration
Segnette Boulevard - Nicolle Boulevard – Jamie Boulevard	West Bank Expressway (US 90)	US 90	4.60	Multi-use Path; Bicycle Boulevard	\$895,623	Construct 10' minimum trail within road ROW along Segnette/Nicolle Blvd; Add markings and signage on existing bicycle-friendly route along Jamie Boulevard

Table 7 Near-Term, Priority Bikeways: East Bank

Project	Start	End	Length (mi)	Facility Type	Total Cost (with 15% contingency)	Implementation Strategy
Bonnabel Boulevard Options 1 & 2	Lakefront Trail	Metairie Road	2.27	Bicycle Lane	\$53,548 or \$169,342	Two treatments are possible: the first calls for reallocating a parking lane, and the other eliminating a travel lane to accommodate bike lanes in each direction. Analysis of traffic volumes and parking lane usage reveals that either scenario is feasible. Design decisions should be made in consultation with the surrounding neighborhood.
17th Street-Kawane Avenue *	Lake Avenue	Power Boulevard	8.06	Shared-lane Markings	\$158,271	Use ROW available along 15th Street corridor from Severn to N. Causeway; give special attention to the intersection with Causeway(connect to 16th St); Add markings and signage along the remainder of the route
Little Farms Avenue	Airline Drive	Mississippi River Trail	1.45	Bicycle Boulevard	\$19,104	Add markings and signage along existing bicycle-friendly route
Transcontinental Boulevard	Avron Boulevard	Airline Drive	3.40	Bicycle Lane	\$253,386	Lane reconfiguration (AADT 13,000 to 19,000) with opportunity to add residential parking lane as well along northern portion (if desired); Direct bicyclists to connect to Lakefront Trail at Clearview Parkway access
Airline Drive	Transcontinental Boulevard	Little Farms	1.64	Multi-use Path	\$489,279	Construct 10' minimum paved trail within road ROW
Cleary Avenue – Houma Boulevard - Central Avenue	W. Esplanade Avenue	Mississippi River Trail	5.0	Shared-Lane Markings; Bicycle Boulevard	\$102,851	Add markings and signage from Esplanade Avenue to 33rd Street; Add markings and signage along existing bicycle-friendly route along 33rd Street, L Street, and Houma Boulevard (with special attention to Houma Boulevard crossing of Napoleon Ave, W Metairie Ave, Airline Drive); Add markings and signage from Airline Drive to Mississippi River Trail. Bicycle Boulevard along Houma Blvd may require turning direction of stops signs, and traffic calming treatments at mayor highway crossings.
Power Boulevard	Kawane Avenue	Lakefront Trail	1.76	Multi-use Path	\$504,882	Construct 10' minimum paved trail within road ROW (using existing center median) extending north and south of existing trail from Esplanade Avenue to Vintage Drive
Proposed Greenway at Orleans Parish line	North Line Street (@ Orpheum	Jefferson Highway (US90)	1.10	Multi-use Path	\$275,445	Construct 10' minimum paved trail along Monticello/17th Street Canal; Create trail crossing at Jefferson Highway to connect to Monticello Avenue

Figure 12 Near-term, priority bikeways



COMMUNITY-WIDE, EASY TO IMPLEMENT NETWORKS

Bicycle boulevards, paved shoulders, and shared-lane markings generally require minimal cost, minimal engineering and design, and can be implemented opportunistically and with broad community support.

Bicycle boulevards are uniquely suited for short-term implementation due to the fact that no construction is required and that facility development and maintenance costs are minimal. The segments require little more than bicycle route signage applied to roads that are already bicycle-friendly. Intersection improvements may be required where the route crosses major roadways. Traffic calming and diversion may be considered where traffic volumes increase or residents desire such improvements. Once implemented, these bikeways serve as a powerful tool for encouraging bicycling activity among a broad range of ages and abilities. **For this reason, all bicycle boulevards listed in Appendix F Table 20 are considered priority projects for short-term implementation.**

Shared-lane markings, or “sharrows,” make motorists more aware of the potential presence of cyclists; direct cyclists to ride in the proper direction; and remind cyclists to ride further from parked cars to avoid “dooring” collisions. They are generally easy-to-implement bikeways because they are applied within existing pavement and travel lane widths, require minimal design/engineering, and require minimal cost. Through capitalizing (or ‘piggybacking’) on regularly scheduled road resurfacing or reconstruction projects, costs can be further minimized. **For this reason, all shared-lane markings listed in Appendix F Table 21: Shared lanes (sharrows) are considered priority projects for short-term implementation with highest priority given to those that are within a bike boulevard route, complete a gap in the bikeway network, or provide near term connectivity of the system.**

The **paved shoulder** recommendations in Table 8 reflect the need to improve the space available for bicyclists along popular bicycle touring routes and along other key corridors connecting less dense areas of the Parish. In particular, priority shoulder projects include those with higher truck/large vehicle volumes (above 5%) and/or volumes over 3000 ADT and/or posted speeds above 45mph. The most effective and cost-efficient way to implement these paved shoulder recommendations is to capitalize on regularly scheduled resurfacing, reconstruction, and road widening projects. **For this reason, all paved shoulders are considered priority projects and should be implemented opportunistically in conjunction with regularly scheduled road maintenance or road reconstruction activities, in partnership with DOTD.**

Table 8 Paved shoulder recommendations

Shoulder facility	Start	End	Length (miles)
Barataria Blvd	Ames Blvd.	McMurty St.	13.49
River Road (LA 541)	Wiegand Rd.	River Road/LA 18	3.11
Harvey Blvd	Peters Rd.	Manhattan Blvd.	1.16
Clearview Parkway (Huey P. Long approach)	Mounes Street	Huey P. Long Bridge	1.06
River Road (LA 18)	US 90	St. Charles Parish line	9.58
Jean Lafitte Blvd. (LA 3134)	Bayou Barataria Bridge	2 nd Street	13.28
Leo Kerner Parkway	Barataria Blvd	Bayou Barataria Bridge	4.80
Live Oak Blvd.	US 90	S. Kenner Ave.	4.00
Peters Rd	Breaux Ave.	Bayou Rd.	2.96
S. Kenner Ave	US 90	River Rd. (LA 18)	4.29
US 90 Wide Shoulder	Huey P. Long Bridge	St. Charles Parish line	9.97
Willswood Lane	Live Oak Blvd.	River Road (LA 18)	0.89

1.2: PLAN, DESIGN AND BUILD HIGH DEMAND, CHALLENGING-TO-IMPLEMENT BIKEWAYS

The existing conditions analysis and public involvement process of the Master Plan highlighted a number of crucial corridors and high demand areas within the Parish that will require significant design, engineering, and capital costs to develop as bikeways. These include completing gaps within the levee trail system, connecting the Lake Pontchartrain and Mississippi River trails, and rail-to-trail and rail-with-trail projects.

However, often the most challenging and construction-intensive projects will yield the greatest benefits in terms of attracting a broad cross-section of user groups, generating high levels of bicycling activity, and establishing practical, safe, and convenient routes. Recognizing the hurdles of right-of-way (or easement) acquisition and the costs of design, engineering, and construction of these facilities, the projects shown in Table 9 are not cited as short-term priorities. However, each ranked very high in terms of providing crucial access ways and meeting public demand. As such, the Parish should begin to implement these in the medium-to long-term.

Table 9 High Demand, Challenging Corridors

Street/Route	From	To	Facility Type	Coordinating entities
Duncan Canal/Louis Armstrong New Orleans Airport trail	Grandlake Blvd	Airline Highway	Greenway	East Jefferson Levee District; MSY Airport; City of Kenner; US Army Corps of Engineers
West Bank Mississippi River Trail	Klein Street, Westwego	Huey P. Long Avenue, Gretna	Greenway	West Jefferson Levee District; US Army Corps of Engineers; City of Gretna
Monticello Canal	Jefferson Highway	Northline Street	Greenway	East Jefferson Levee District; US Army Corps of Engineers
Soniat Canal	Airline Drive	Veterans Blvd	Greenway	East Jefferson Levee District; US Army Corps of Engineers
Power Boulevard	Kawanee Ave	Lakefront	Sidepath	City of Kenner
Norfolk Southern Rail/Trail	Shrewsbury Road	Orleans Parish line	Greenway	Norfolk Southern
Belle Chasse Highway	Lapalco Blvd	23 rd St.	To be determined	New Orleans & Gulf Coast Railway Company
Airline Highway	Williams Blvd	Orleans Parish line	Greenway/Sidepath/Cycle track	City of Kenner
W. Metairie Ave.	Williams Blvd	Transcontinental Drive	Cycle track	City of Kenner
Williams Blvd	Veterans Memorial Blvd	W. Metairie Ave.	Cycle track	City of Kenner
Veterans Memorial Blvd	Loyola Dr.	Orleans Parish line	Sidepaths	Frontage businesses
US Highway 90	Live Oak Blvd.	Ames Blvd	Sidepath	DOTD, City of Westwego
Westwego/Harvey Canal	Ames Blvd	Leo Kerner Pkwy	Greenway	West Jefferson Levee District; US Army Corps of Engineers



1.3: IMPROVE BICYCLE ACCESS ACROSS THE MISSISSIPPI RIVER AND HARVEY CANAL

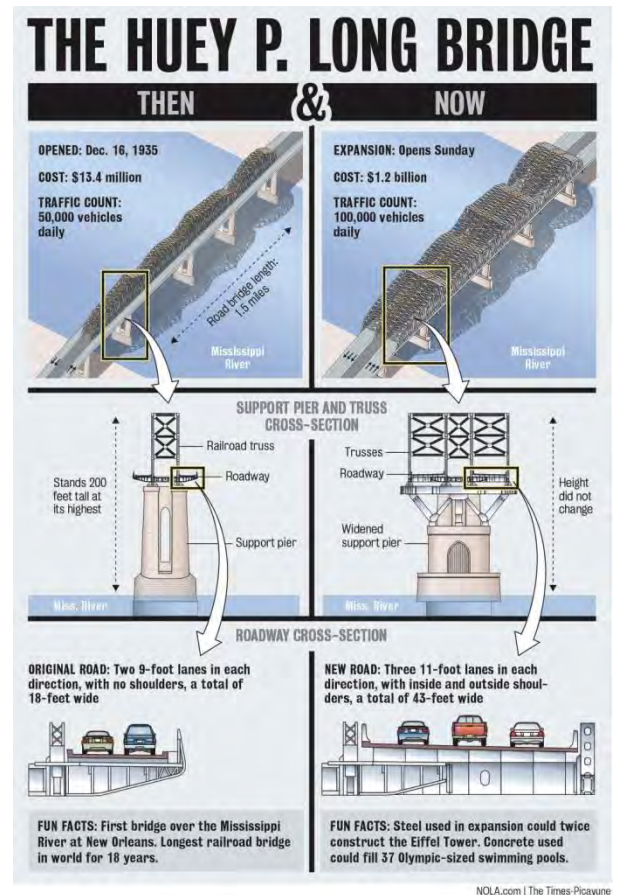
The Mississippi River and Harvey Canal each contribute substantially to the industrial and port economies of Jefferson Parish, but in turn create challenging barriers for cyclists to cross. Currently the only safe and convenient way to cross the Mississippi River with a bike is to use the “Huey P. Long - W10” Jefferson Transit bus line. Although DOTD does not prohibit bicycle usage on the bridge, high speed and high-volume traffic discourage potential riders. Likewise, the Harvey Canal offers few opportunities for cyclists to cross. The 4th Street Bridge is the only attractive option, as bicycles and pedestrians are prohibited on the Lapalco Bridge, and the Harvey Tunnel’s high speed, narrow lanes and lack of shoulder are discouraging. Overcoming these barriers will be a long-term challenge, but Jefferson Parish can begin to take near-term steps.

Making the Huey P. Long Bridge more comfortable for cyclists is the most feasible, near-term strategy for improving bicycle access across the Mississippi River. Jefferson Parish should coordinate with DOTD to permit usage of the new, 8-foot outside shoulders by cyclists by installing signage and pavement markings. The two entities should also coordinate to improve access to the bridge from each side by establishing a shoulder facility beginning at Mounes St. on the East Bank, and at W. 9 Miles Point Rd. on the West Bank.

Prior to its discontinuation, the Gretna Ferry offered a convenient way for people to ride between Jefferson Parish and the New Orleans central business district. Jefferson Parish should work with the City of Gretna and DOTD to explore opportunities to reintroduce this service for use by commuters and recreational riders.

The most attractive, yet also most challenging to implement, strategy is to plan and develop a dedicated bicycle and pedestrian bridge. This may take the form of a cantilevered facility on the Huey P. Long Bridge, or a separate structure adjacent to the bridge. While ambitious, a dedicated bike/pedestrian bridge crossing the Mississippi River is not unprecedented – a federal grant and private donations are currently funding the conversion of the historic Harahan Bridge, which connects Memphis, Tenn. to West Memphis, Ark., to an exclusive bicycle/pedestrian facility.¹¹

Two long-term bridge projects offer opportunities for establishing bicycle crossings of the Harvey Canal. The aging 4th Street Bridge will eventually require full replacement. Design of this replacement facility should include dedicated bikeways that serve this vital connecting route. Likewise, the future construction of the Harvey Boulevard bridge should also include accommodation for cyclists.



The recent, \$1.2 billion expansion of the Huey P. Long Bridge created 8-foot outside shoulders, which should be permitted for use by cyclists. (Courtesy Nola.com | The Times-Picayune)

¹¹ Ashby, Andy, “Corporate dollars push Harahan Bridge project forward,” *Memphis Business Journal*, May 28, 2013. Accessed July 26, 2013: <http://www.bizjournals.com/memphis/blog/2013/05/corporate-dollars-push-harahan-bridge.html?page=all>

1.4: IMPROVE SAFETY AT INTERSECTIONS

Corridor improvements are only as safe and practical as the intersection improvements along them. As bicycle facilities are established along key corridors, safety improvements should be made to intersections along them. In particular, intersections with high traffic volumes, high volumes of turning movements, limited sight visibility, or similar conditions should be considered priorities. Intersection improvements may include treatments such as colored bicycle lanes in conflict areas, intersection crossing markings, traffic calming, bike boxes, bicycle signal-heads, or two-stage turn queue boxes, among others. These treatments are described further in **Appendix H**. Particular attention should be paid to the intersections identified in the threat analysis (Table 3: Top 20 Threat Index Intersections).



1.5: MAINTAIN AND IMPROVE EXISTING TRAILS AND ON-STREET BIKEWAYS

A desire to reconnect the Lake Pontchartrain trails interrupted by pumping station construction was one of the most frequent comments residents shared during the planning process. Upon completion of levee and pumping station construction this year, the Parish should ensure that the levee trails are reopened and again provide continuous path of travel along the lake.

The assessment of existing trail conditions revealed some weaknesses in the network (

Table 1 Existing bicycle trails). Specifically, the Parish should begin to plan to make the following improvements:

- Widen 17th Street Canal trail between Veterans Memorial Blvd to Rosebud Street from 8' to 10', install yellow dashed line
- Repave and widen 17th Street Canal trail from I-10 Service Road to Veterans Memorial Blvd. to 10', install yellow dashed line

Once completed, the Jefferson Parish Streets Department should sweep all designated bikeways including lanes, shoulders and trails.

GOAL 2: DESTINATION FACILITIES

2.1 INSTALL BICYCLE PARKING AT KEY LOCATIONS

A problem expressed by citizens in Jefferson Parish is a lack of adequate bicycle parking and storage once they arrive at a destination – 60% of survey respondents said that “too few places to park my bike” was either moderately important, very important or most important reasons preventing them from bicycling more frequently in Jefferson Parish. The lack of a secure parking space keeps many people from using their bikes for basic transportation. Bicycles left unattended, even for short periods, are subject to damage or theft.

Bicycle parking is currently available at a limited number of key destinations, such as the Gretna Ferry Terminal and City Hall. At a minimum, Jefferson Parish should provide bicycle parking at the frequently visited public facilities listed in Table 10, as well as at all recreational facilities throughout the Parish. As a general rule, the Parish should provide bicycle parking at any public facility that offers motor vehicle parking.

Table 10 Priority Public Bicycle Parking Locations

Public Facility	Location	Square Feet	Short term spaces	Long term spaces
West Bank Regional Library	2751 Manhattan Blvd	39,704	4	4
East Bank Regional Library	4747 W Napoleon Ave	135,777	14	14
Alario Center	2000 Segnette Blvd	97,000	-	10
Joe Yenni Building	1221 Elmwood Park	232,800	20	20
2 nd Parish Courthouse	100 Huey P Long	70,000	6	6
1 st Parish Courthouse	924 David	32,786	4	4
West Bank Administration Building	200 Derbigny	136,200	14	14
Jefferson Playground	4100 South	26,841	6	-
Wilty Terminal – Jefferson Transit	West Bank Expressway at Porter St		10	10
Walkertown Terminal – Jefferson Transit	6000 West Bank Expressway		10	10
Canal Boulevard/City Park Terminal – Jefferson Transit	Canal Boulevard/City Park Avenue (Orleans Parish)		10	10

Shopping centers were a common destination highlighted by survey respondents. The Parish should encourage the following private properties to consider installing bicycle parking:

- Lakeside Shopping Center
- Elmwood Shopping Center
- W. Esplanade shopping centers, including Esplanade Mall
- Veterans Memorial Blvd. shopping centers
- Clearview Mall
- Oakwood Mall

To encourage bicycle parking facilities at private commercial, retail and institutional properties, the Parish should amend the comprehensive zoning ordinance to require and incentivize developers to install short or long term parking. See “Zoning for Bicycle Parking” in this chapter.

2.2 DEVELOP TRAILHEADS SERVING POPULAR TRAILS

Trailheads provide a means of identifying and accessing a trail and often serve as a rest stop for trail users. The *Jefferson Parish Bicycle Master Plan* recommends development of trailheads at specific locations along existing and proposed multi-use trail facilities (see **Trailhead Locations**).

Trailheads range in size and level of development. An example of a simple trailhead is a space that serves as a gateway or connection to a trail or trail system. This can be as simple as a sign marking access to a trail. A fully developed trailhead may include: parking for vehicles, identity and regulatory signs, restrooms, an information kiosk, wayfinding information, benches, sheltered picnic opportunities, trash receptacles, interpretive installations, etc. Trailheads are the first impression that a person will have of a trail. Well designed and maintained trailheads will set a positive expectation of the trail experience.

The various elements which make up a trailhead or access point should be defined by the context as well as anticipated user groups and numbers. If it is envisioned that local residents will be the trail's primary user group, then fewer, smaller trailheads are appropriate. If, on the other hand, the trail is identified as a significant regional resource, then facilities should be available to accommodate users on a corresponding scale. The frequency of trailheads should be considered as well. If there are clear access points along most of a trail, fewer large trailheads will be needed. Urban trails are often accessed at many locations through a community and require fewer trailheads. The locations of larger trailheads may be every few miles and have parking for up to 20 vehicles.

TRAILHEAD AMENITIES

Trailhead amenities serve specific functions for the trail user. Identifying and wayfinding signage are appropriate for the full range of trailhead sizes and types. Depending on the scale and expected usage of the trailhead, one or more of the amenities listed below may be included in the development of a small to mid-sized trailhead. Large trailheads serving a high volume of trail users will consider a broader range of amenities such as motor vehicle parking, restrooms, picnic tables, and play equipment.

Shade

Providing shade and shelter is important to providing a safe and comfortable user experience. This can be accomplished through the use of trees or built structures.

Native Plant Materials

Native plant materials are a low cost way to provide shade and shelter thereby enhancing trail user comfort. Indigenous plant materials, adapted to the regional environment, require less maintenance and water than other species. The use of native plant materials is an effective way to showcase an area's unique environment as well as educate trail users about native plants and their benefits.

Trash and Recycling Receptacles

Trash and recycling receptacles may be considered at trailheads. Trash and recycling hauling is often a burdensome task for maintenance personnel, particularly in an environment of limited budget and resources. While few strategically placed receptacles at major access points could be introduced, it is suggested that trail users be encouraged to maintain a 'pack it out' mentality. Dog waste bags and a receptacle should also be considered. If dogs are allowed on a trail having the supplies needed to clean up after then will reduce the amount of waste left behind.

Bicycle Parking

Bicycle racks allow trail users to park their bicycles in a secure and organized manner along the trail. Bike racks should be located at key destinations including commercial areas, schools, parks, public service buildings and trailheads. Bicycle racks that allow two points of contact with a bicycle, such as an inverted "U" or a "staple" rack are recommended.

Water

Water fountains that provide drinking water for people and pets are highly desirable trail amenities. Drinking fountains should be located at key destinations including commercial areas, parks, public service buildings and trailheads. They should also be

installed in combination with seating where topography requires extra exertion from the trail user and where access to potable water is available. Drainage for overflow water must be carefully considered to avoid a maintenance problem.

Art Installations

Local artists may be commissioned to provide art for the trail system and trailheads, making it uniquely distinct. Many trail art installations are functional as well as aesthetic, as they may provide places to sit and play. If an art work is to be incorporated into a trail system, it should be respectful and fitting of the regional, social and environmental context. Seeking public input regarding the nature of the art work will help to ensure a context-appropriate installation. Given that a trail system is a public amenity, it is important that any art piece appeal and be sensitive to the population on a broad scale.

Lighting

Pedestrian-scaled lighting at trailheads and on the trail improves user safety, enables the trail to be used year round and can improve the aesthetics of the trail. Lighting fixtures should be installed near benches, drinking fountains, bicycle racks, trailheads, and roadway crossings. Lighting is recommended along multi-use trails where users are anticipated to be using the trail during the early morning and evening hours. Lighting should be installed to the Illuminating Engineering Society of North America (IES) standards to identify a face up to 20 yards away. IES lighting recommendations are:

- Up to 4 foot candles, with illumination coming from multiple angles to minimize shadowing, thereby increasing facial identification opportunities.
- Install Metal Halide or LED lighting with full cut-off light fixtures to provide excellent color rendition and reduce light trespass.
- Uniform lighting coverage to prevent dark or shadowed areas.

Benches

Seating such as benches or seat walls should be provided at trailheads and at regular intervals along the trail. These provide a location to stop and rest for those that may have difficulty walking for longer periods of time. At trailheads, which are often used as mode change staging areas for trail users that may drive to the trail, benches provide a place to sit and gather while waiting for others that may join the group. Benches and all furnishings should be constructed of durable materials that are not easily broken or vandalized..

MAINTENANCE

Effective trail and trailhead maintenance is critical to the overall success and safety of any trail system. Maintenance activities typically include: landscape maintenance, general facility upkeep, sign replacement, and litter removal. A successful maintenance program requires continuity and often involves a high level of citizen participation. Routine maintenance on a year-round basis will not only improve safety, but will also prolong the life of the trailhead and facilities. The benefits of a good maintenance program are far-reaching, including:

- Good maintenance can be an effective deterrent to vandalism, litter, and encroachments.
- A regular maintenance routine is necessary to preserve positive public relations between the adjacent land owners and managing agency.
- Good maintenance can make enforcement of regulations on the trail more efficient. Local clubs and interest groups will take pride in their trail facilities and will be more apt to assist in protection of those facilities.
- A proactive maintenance policy will help improve safety along the trail.

TRAILHEAD LOCATIONS

General considerations for identifying trailhead locations include the location of existing community facilities, adjacent land uses, and visibility for current and potential trail users. Trailheads may be located:

Near existing facilities - Existing parks, community centers, and other public facilities near the trail are often good locations to consider for siting a trailhead. They often have existing infrastructure that may be able to be shared with the trail users, such as parking, water fountains, restrooms, trash receptacles, etc. Shared sites also have the benefit of improved maintenance efficiency.

Near friendly businesses/organizations – Agreements can be reached with businesses, or other organizations to share parking for a trailhead. These agreements often involve the trail owner/operator accepting liability and covering the cost of maintenance.

As standalone trailheads – These are locations where the improvements are to support the trailhead only. These should be sited in locations that are high traffic areas that are easily visible to the community.

In addition to these considerations, trailhead locations recommended for Jefferson Parish are based on the existing and proposed off-street bikeway network and previously proposed trailhead locations. The 2004 Jefferson Parish Comprehensive Plan Transportation Element identifies potential areas for trailhead parks, which are reflected in the list of proposed trailhead locations below (excluding Wilson Drive between Caryota Drive and W. Esplanade Avenue).

This Plan recommends development of the following trailhead locations as part of the development of the proposed bicycle network of this Plan:

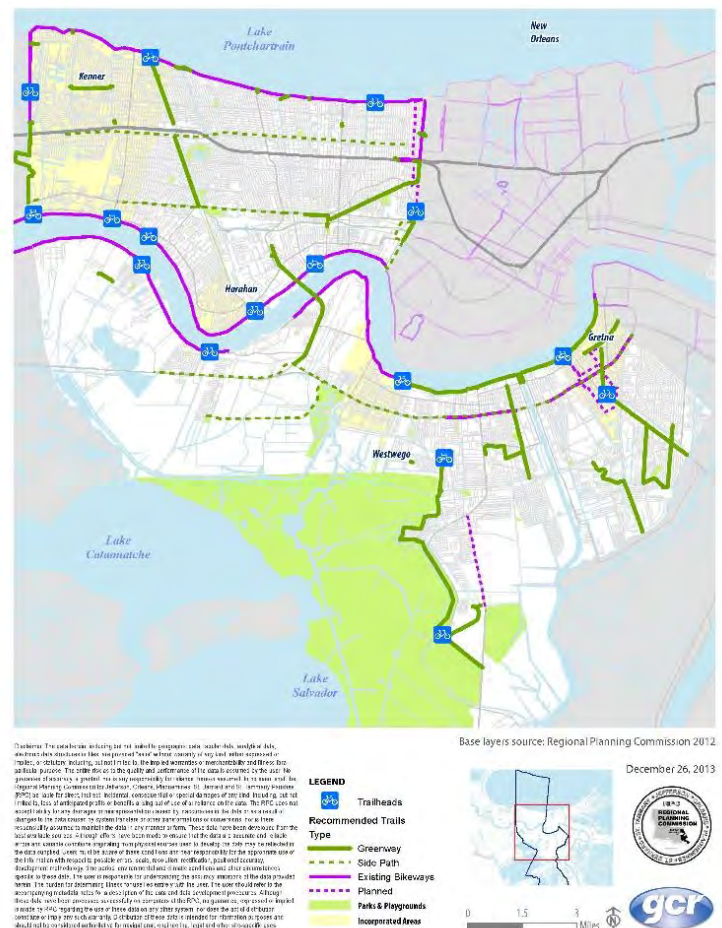
Figure 13: Proposed trailhead locations and trails

East Bank

- West Esplanade and the existing Levee Trail
- Power Boulevard and the existing Lake Trail
- Bonnabel Avenue (at the marina) and the existing Lake Trail
- Palmetto Street (at Orpheum Avenue) and the proposed Canal Trail
- Jefferson Park (near Central Avenue) and the existing Mississippi River Trail
- Hickory Avenue and the existing Mississippi River Trail
- Florida Street and the existing Mississippi River Trail
- Williams Boulevard and the existing Mississippi River Trail
- River Road/LA 48 (at Alliance Avenue) and the intersection of the existing Mississippi River Trail and the proposed Levee Trail connector

West Bank

- Thomas Jefferson Park (near Live Oak Manor Drive) and the existing Mississippi River Trail
- Avondale Garden Road and the existing Mississippi River Trail
- Klein Street and the existing Mississippi River Trail
- Gretna Ferry Landing (near Huey P. Long Avenue) and the existing Mississippi River Trail
- Mel Ott Park (near Gretna Boulevard) and the proposed Belle Chasse Highway trail
- Barataria Preserve (near Barataria Boulevard/LA 48 and the canal) and the proposed canal trail
- Ames Boulevard (north of Lapalco Boulevard) and the proposed canal trail



2.3 & 2.4: ZONE FOR DESTINATION FACILITIES

While it is important for Jefferson Parish to accommodate cyclists at public facilities, it may also encourage private developments to provide bicycle parking and other amenities through reforms to the zoning code. See Goal 5: Land Use Policies, for land use and zoning recommendations.

GOAL 3: PLANNING AND ENGINEERING POLICIES, PROCEDURES AND GUIDELINES

Jefferson Parish should adopt internal design and engineering policies, procedures and guidelines that support the planning, design, construction and maintenance of bicycle facilities on Parish-owned roadways. This section provides detailed recommendations for adopting an official Parish complete streets policy and bicycle facility design guidelines, and creating mechanisms for implementing them.

3.1: ADOPT AND EMPLOY A COMPLETE STREETS POLICY

A “complete street” is a roadway designed and operated to enable safe, attractive, and comfortable access and travel for all users, including pedestrians, bicyclists, motorists and public transit riders, of all ages and abilities. By adopting a complete streets policy, Jefferson Parish planners, engineers and contractors would routinely design and operate the entire right of way to enable safe access for all users, regardless of age, ability, or mode of transportation.¹²

CONTEXT

In recent years, state, regional and local communities have adopted complete streets policies in Louisiana. The DOTD adopted a complete streets policy in 2010 to guide its own planning, design and construction projects. The policy directs the Department to include sidewalks and bicycle facilities in projects appropriate to the roadway context. This policy applies to all state-owned roadways in Jefferson Parish, such as Metairie Road, Jefferson Highway and Barataria Boulevard.

In November 2012, the RPC adopted its own complete streets policy, which instructs the Commission to consider facilities for bicyclists, pedestrians and transit users in the costs of all roadway projects. This policy complements the work of the RPC’s Complete Streets Advisory Committee. This group of representatives from all regional parishes meets quarterly to advise the Commission on bicycle and pedestrian concerns related to projects under development, and to monitor RPC’s progress toward implementation of the complete streets policy.

The DOTD and RPC complete streets policies, as well as the one adopted by the City of New Orleans in 2011, provide strong, local precedents and models for a potential Jefferson Parish policy. In fact, the RPC complete streets policy “recommends that parishes and municipalities adopt comprehensive Complete Streets policies to complement the state and regional policy and enhance regional connectivity.”

POLICY LANGUAGE

A successful Jefferson Parish complete streets policy would include ten elements recommended by the National Complete Streets Coalition. Table 11 lists these elements and cites example language within the DOTD and RPC complete streets policies, which may be emulated where appropriate to ensure consistency of implementation. The Bicycle Coordinator should coordinate with the Planning Department, Engineering Department and Parish Council to draft a resolution or ordinance that includes this language.

¹² Complete Streets Coalition. More information is available at www.smartgrowthamerica.org/complete-streets.

Table 11: Complete Streets Policy Elements

POLICY ELEMENT	LOCAL PRECEDENT
1. Include a vision for how and why the community wants to complete its streets,	"The Regional Planning Commission (RPC) Complete Streets Policy will create a comprehensive, integrated, connected transportation network for the New Orleans and St Tammany urbanized areas that balances access, mobility, health and safety needs of motorists, transit users, freight, bicyclists and pedestrians of all ages and abilities, which includes users of wheelchairs and mobility aids." (RPC)
2. Specify that 'all users' includes pedestrians, bicyclists and transit passengers of all ages and abilities, as well as trucks, buses and automobiles,	"(This policy)...balances access, mobility, health and safety needs of motorists, transit users, bicyclists, and pedestrians of all ages and abilities, which includes users of wheelchairs and mobility aids." (DOTD)
3. Apply to both new and retrofit projects, including design, planning, maintenance, and operations, for the entire right of way	"The Complete Streets policy will apply to all projects, including new construction, reconstruction, rehabilitation, maintenance and planning, involving federal or state funding." (RPC)
4. Make any exceptions specific and sets a clear procedure that requires high-level approval of exceptions	<p>"Exceptions to this policy may be appropriate under specific conditions upon review and concurrence of the responsible governmental entity. Exceptions may be considered under the following circumstances:</p> <p>i Facilities, such as interstates, where pedestrians and bicyclists are prohibited by law from using the roadway. In this instance, a greater effort may be necessary to accommodate pedestrians and bicyclists elsewhere within the same transportation corridor.</p> <p>ii. The cost of providing pedestrian and bicycle facilities would be excessively disproportionate to the need or probable use. Excessively disproportionate may be defined as exceeding twenty percent (20%) of the total project cost.</p> <p>iii. A documented absence of current and future need or use of the affected area by pedestrians, bicyclists and transit users, and that such an absence would likely continue despite compliance with this policy."</p>
5. Encourage street connectivity and aims to create a comprehensive, integrated, connected network for all modes	"This policy will create a comprehensive, integrated, connected transportation network for Louisiana." (DOTD)
6. Be adoptable by all agencies to cover all roads	"DOTD recognizes the need for interdisciplinary coordination to effectively develop, operate, and maintain bicycle and pedestrian networks. DOTD will work with Metropolitan Planning Organizations (MPOs), transit agencies, parishes, municipalities and other stakeholders to do the same. This includes early coordination to identify whether a reconstruction or new construction project will impact a route identified on a local plan." (DOTD)

7. Direct the use of the latest and best design criteria and guidelines while recognizing the need for flexibility in balancing user needs	“Facilities will be designed and constructed in accordance with current applicable laws and regulations, using best practices and guidance from the following, but not limited to the most recent versions of the following documents: LDOTD guidelines and manuals, the American Association of State Highway and Transportation Officials (AASHTO) publications, the Manual on Uniform Traffic Control Devices (MUTCD), the National Association of City Transportation Officials (NACTO) publications,, the Public Rights-of-Ways Accessibility Guidelines (PROWAG), the Highway Capacity Manual and the Highway Safety Manual.” (DOTD)
8. Direct that design and engineering solutions complement the context of the community,	Provisions for all users will be integrated into the project development process for the entirety of all projects through design features, using Context Sensitive Solutions (CSS).” (DOTD)
9. Establish performance standards with measurable outcomes,	<p>Potential performance standards may include:</p> <ul style="list-style-type: none"> • Linear feet of new or reconstructed sidewalks • Miles of new or restriped on-street bicycle facilities • Number of new or reconstructed curb ramps • Number of new or repainted crosswalks • Number of new street trees/percentage of streets with tree canopy • Percentage completion of proposed bikeway network • Percentage of transit stops with shelters • Percentage of transit stops accessible via sidewalks and curb ramps • Decrease in rate of crashes, injuries, and fatalities by mode • Transportation mode shift: more people walking, bicycling, and taking transit • Rate of children walking or bicycling to school • Vehicle Miles Traveled (VMT) or Single Occupancy Vehicle (SOV) trip reduction • Satisfaction levels as expressed on customer preference surveys
10. Include specific next steps for implementation of the policy	“The Complete Streets Advisory Committee will annually review RPC’s progress toward implementation of the RPC Complete Streets policy and provide feedback and recommendations to RPC staff.
	Upon adoption of the RPC Complete Streets policy, the policy will apply to projects at or before Stage 0 of the project delivery process and preservation projects meeting criteria as described in paragraph three
	Upon adoption of the RPC Complete Streets policy, RPC will work to use a Complete Streets approach as feasible for projects in the Transportation Improvement Program beyond Stage 0.”

3.2: ADOPT AND EMPLOY BICYCLE FACILITY DESIGN GUIDELINES

The Design Guidelines contained in **Appendix H** are intended to assist Jefferson Parish in the selection and design of bicycle facilities. They address each of the facility types recommended within the bikeway network and provide additional guidance on intersection treatments. The Guidelines pull together best practices by facility type from public agencies and municipalities nationwide, and reflect existing standards of Jefferson Parish and DOTD. Existing, state, local, and national standards are referenced throughout and should be the first source of information when seeking to implement any of the treatments.

The Guidelines follow the principles below, which are consistent with the *Jefferson Parish Bicycle Master Plan* vision and goals:

- **The bicycling environment should be safe.** All bicycling routes should be physically safe and perceived as safe by all users. Safe means minimal conflicts with external factors, such as noise, motor-vehicular traffic and protruding physical elements. Safe also means routes are clear and well-marked with appropriate pavement markings and directional signage.
- **The bicycle network should be accessible.** Shared-use paths, bike routes on-street bikeways, and crosswalks should permit the mobility of cyclists of all ages and abilities. The bicycle network should employ principles of universal design. Bicyclists have a range of skill levels, and facilities should be designed with a goal of providing for inexperienced/recreational bicyclists (especially children and seniors) to the greatest extent possible.
- **Bicycle network improvements should be economical.** Bicycle improvements should achieve the maximum benefit for their cost, including initial cost and maintenance cost, as well as a reduced reliance on more expensive modes of transportation. Where possible, improvements in the right-of-way should stimulate economic development, and reinforce and connect with adjacent private improvements.
- **The bicycle network should connect to places people want to go.** The bicycle network should provide continuous direct routes and convenient connections between destinations such as homes, schools, shopping areas, public services, recreational opportunities and transit. A complete network of on-street bicycling facilities should connect seamlessly to existing and proposed multi-use trails to complete recreational and commuting routes.
- **The bicycling environment should be clear and easy to use.** Shared-use paths, bikeways, and crossings should allow all people to easily find a relatively direct route to a destination with minimal delays. All public roads are legal for the use of pedestrians and bicyclists (except freeways, from which each is prohibited unless a separate facility on that right of way is provided). This means that most streets are bicycle facilities and should be designed, marked and maintained accordingly.
- **The bicycling environment should be attractive and enhance community livability.** Good design should integrate with and support the development of complementary uses and should encourage preservation and construction of art, landscaping and other items that add value to communities. These components might include open spaces such as plazas, courtyards and squares, and amenities like street furniture, banners, art, plantings and special paving. These along with historical elements and cultural references, should promote a sense of place.
- **Design guidelines are flexible and should be applied using professional judgment.** This document references specific local, state and national guidelines for bicycle facility design, as well as a number of design treatments not specifically covered under current guidelines. Statutory and regulatory guidance may change. For this reason, the guidance and recommendations in this document function to complement other resources considered during a design process, and in all cases sound engineering judgment should be used.

TYPES OF BICYCLISTS

It is important to consider bicyclists of all skill levels when creating a bicycle plan or project. Bicyclist skill level greatly influences expected speeds and behavior, both in separated bikeways and on shared roadways. Bicycle infrastructure should accommodate as many user types as possible, with decisions for separate or parallel facilities based on providing a comfortable experience for the greatest number of people.

The bicycle planning and engineering professions currently use several systems to classify the population, which can assist in understanding the characteristics and infrastructure preferences of different bicyclists. The most conventional framework classifies the “design cyclist” as *Advanced*, *Basic*, or *Child*. A more detailed understanding of the US population as a whole is illustrated in the figure below. Developed by planners in Portland, OR and supported by data collected nationally since 2005, this classification provides the following alternative categories to address varying attitudes towards bicycling in the US. Although a scientific poll has not been conducted to categorize comfort levels of Jefferson Parish riders, the demographic profile of the community and anecdotal evidence suggests that this categorization is applicable.

Strong and Fearless (approximately 1% of population) – Characterized by bicyclists that will typically ride anywhere regardless of roadway conditions or weather. These bicyclists can ride faster than other user types, prefer direct routes and will typically choose roadway connections — even if shared with vehicles — over separate bicycle facilities such as shared use paths.

Enthusied and Confident (5-10% of population) - This user group encompasses bicyclists who are fairly comfortable riding on all types of bikeways but usually choose low traffic streets or shared use paths when available. These bicyclists may deviate from a more direct route in favor of a preferred facility type. This group includes all kinds of bicyclists such as commuters, recreationalists, racers and utilitarian bicyclists.

Interested but Concerned (approximately 60% of population) – This user type comprises the bulk of the cycling population and represents bicyclists who typically only ride a bicycle on low traffic streets or multiuse trails under favorable weather conditions. These bicyclists perceive significant barriers to their increased use of cycling, specifically traffic and other safety issues. These people may become “Enthusied & Confident” with encouragement, education and experience.

No Way, No How (approximately 30% of population) – Persons in this category are not bicyclists, and perceive severe safety issues with riding in traffic. Some people in this group may eventually become more regular cyclists with time and education. A significant portion of these people will not ride a bicycle under any circumstances.

3.3: CREATE A BICYCLE COORDINATOR POSITION

To successfully implement bicycle-oriented policies and programs, it is critical that Jefferson Parish designate appropriate staff with coordination responsibilities, preferably in the Engineering or Planning Departments.

As recommended by the League of American Bicyclists:

"A Bicycle & Pedestrian Coordinator works with advocates, state and local elected officials, business leaders, media, law enforcement, public health officials, transit providers and the general public to build partnerships providing leadership and vision so these groups may embrace and implement facilities and programs that increase the number of residents that are safely bicycling and walking. This staff person should also work closely with the Bicycle Advisory Committee, review development proposals to ensure that local bicycle/pedestrian requirements are incorporated and to assess bicycling and walking impacts, develop and implement educational and promotional programs, write grant proposals, serve as the public contact for bicycling/walking inquiries and complaints, educate other staff about state and federal facilities standards and guidelines, and coordinate with neighboring cities, transit agencies and other departments to implement policies and projects."

This position should report to the Director of either the Engineering or Planning Department, and be responsible for coordinating the bicycle advisory committee.

3.4: ESTABLISH AND CONVENE A BICYCLE ADVISORY COMMITTEE

Jefferson Parish should establish and convene an advisory committee of representatives from the cycling community to meet bi-monthly to monitor the development of bicycle facilities and execution of education, encouragement, and enforcement programs. Preferably, the Jefferson Parish Council should adopt a resolution that makes the Master Plan Citizens Advisory Committee an official, permanent body. The legislation should define the committee's charge, responsibilities, member composition, how members are chosen/appointed, what the decision making structure is, and how often the committee meets.

Representatives of the Engineering Department, Planning Department and Sherriff's Office should attend these meetings as appropriate to update the committee on progress toward Master Plan implementation and bicycling-related issues that arise on an ongoing basis.

Establishing a BAC emphasizes the commitment to making bicycling safer and more appealing, and has the potential to assist the Parish and partners in securing funding for bicycle projects. In addition to a Parish-wide BAC, Parish municipalities should be encouraged to form their own BACs to focus on local issues.

The charges of the BAC may include some or all of the following:

- Review and provide citizen input on capital project planning and design as it affects bicycling, and trails (e.g., corridor plans, street improvement projects, signing or signal projects, and parking facilities)
- Review and comment on changes to zoning, development code, comprehensive plans, and other long-term planning and policy documents
- Participate in the development, implementation, and evaluation of Bicycle Master Plans and facility standards
- Provide a formal liaison between local government, staff, and the public
- Develop and monitor goals and indices related to walking and bicycling
- Promote walking and bicycling, including safety and education

Because BAC members are volunteers, it is essential to have strong staffing supporting the committee in order for it to be successful. The Bicycling Coordinator should be assigned to take charge of managing the application process, managing agendas and minutes, scheduling meetings, bringing agency issues to the BAC, and reporting back to the agency and governing body about the BAC's recommendations and findings.

GOAL 4: BICYCLING PROGRAMS: EDUCATION, ENCOURAGEMENT, ENFORCEMENT, EVALUATION & EQUITY

A comprehensive approach to all six E's – Engineering, Education, Enforcement, Evaluation, and Equity – is fundamental to becoming a Bicycle Friendly Community. Improvements in "Engineering" – infrastructure solutions for bicycling – are essential, but not enough to create a robust and sustainable bicycle culture. An approach that prioritizes the other **5 E's will help to raise the profile and public understanding of bicycle facility investments, increase bicycling mode share and public support, and help to create a local culture that values bicycling.**

This section provides a set of programmatic recommendations for education, encouragement (marketing, promotion), enforcement, and evaluation efforts that will support the goals of the Master Plan and Parish citizens. These initiatives can be undertaken by local and regional agencies and community organizations and partners. This section highlights effective examples of programs and provides best practices from leading bicycle friendly communities that are relevant to the needs and conditions in Jefferson Parish



Programs and events will raise the profile and acceptance of bicycling in Jefferson Parish.

Program concepts are based on:

- Knowledge about existing programs in the region and state;
- The Vision, Goals and Objectives developed for this planning effort;
- Stated community needs and concerns (as communicated through stakeholder interviews, discussions with the client team, public survey, and discussions at public meetings);
- Feedback from the Parish's Bicycle Friendly Community application; and
- The consultant team's knowledge about national model programs and best practices.

For each program, information is provided about the program purpose, a description of the basic approach and, wherever possible, links to model programs.

Based on input received, programs were selected to accomplish the following:

- Normalize the image of bicycling in Jefferson Parish communities.
- Focus on opportunities for biking for health and recreation as a basis for choosing active transportation as a next step.
- Provide resources for persons currently biking for transportation and recreation/fitness.
- Address real and perceived safety issues.
- Acknowledge real infrastructure limitations.
- Emphasize connections between communities and existing bikeways, trails, and greenways (e.g., levee trails, the Mississippi River Trail, and planned and existing bike routes in the Parish and adjacent Parishes).

EXISTING AND POTENTIAL PROGRAM PARTNERS

KEY EXISTING PARTNERS

Louisiana Department of Transportation and Development Louisiana DOTD will necessarily be involved in any project on state-owned facilities, and can be a strong partner for trainings related to active transportation. They can also work with local jurisdictions to install bicycle infrastructure and to host an event to unveil the project and disseminate information about rights and responsibilities related to bicycling. DOTD also coordinates Safe Routes to School funding statewide.

The Regional Planning Commission The RPC's Greater New Orleans Pedestrian and Bicycle Program is a partnership with the DOTD that has included technical design workshops, law enforcement workshops, bicycle commuter classes open to the public, media campaigns, driver training, and a statewide resource for research related to bicycle and pedestrian planning.

The Jefferson Chamber of Commerce organizes the annual Tour de Jefferson bicycle ride.

OTHER POTENTIAL PROGRAM PARTNERS

- *Statewide recreation, public health, economic development and tourism agencies and organizations.* These may include Louisiana Economic Development, , and the Louisiana Department of Culture, Recreation and Tourism
- *Local bike shops in Jefferson Parish* – Shop owners may lead events and help promote and sponsor local initiatives.
- *Incorporated towns and cities in Jefferson Parish* – Towns and cities are important parties in initiating and supporting programmatic efforts.
- *Public health agencies and nonprofits* – Public health organizations, such as the Louisiana Public Health Institute and Prevention Research Center at Tulane University, can help to implement and evaluate recommendations that will help residents increase daily physical activity.
- *Major employers and universities* – Jefferson Parish and the larger region has several universities and major employers, including East Jefferson General Hospital, West Jefferson Medical Center, Tulane University Elmwood Campus, and Ochsner Medical Center.
- *Local police departments and Parish law enforcement agencies* – Law enforcement professionals can help support safety campaigns through strategic enforcement and educational events.
- *School districts* – School districts and private schools are natural partners for Safe Routes to School efforts as well as for education programs related to student safety.
- *Parent Teacher Associations (PTAs)* – PTAs can be effective partners in implementing Safe Routes to School efforts and other school-oriented traffic safety initiatives.
- *Parks and Recreation* – Parks and Recreation departments are natural partners for public events and classes such as organized bike rides.
- *YMCA, Boys and Girls Clubs, and other youth-oriented service providers* – These groups can partner on programs that benefit children.
- *Cycling clubs* – Local and regional bicycle clubs, such as Crescent City Cyclists and Bike Easy may be able to provide volunteer support for bicycling programs.
- *Chambers of commerce, business improvement districts, downtown development associations* – These groups may be interested in supporting initiatives that bring residents and visitors to the downtowns and business districts in the Parish.
- *Economic and/or tourism development organizations* – These groups may be interested in supporting initiatives that bring visitors to the Parish.
- *Senior centers and retirement communities* – More and more organizations that work with seniors are interested in projects that help their clients live active, healthy lives.
- *Hospitals and private health professionals* – Private sector partners with an interest in promoting health and wellness can serve as local champions and funders of education and awareness campaigns.

EDUCATION

4.1 ORGANIZE A “SHARE THE STREETS” MEDIA AND EDUCATION CAMPAIGN

Public input for this plan revealed that not all drivers and cyclists are well aware of the rules and laws governing safe use of the Parish’s streets and trails. In addition to education courses, the Parish should build off of the RPC’s media campaign and work with DOTD, law enforcement agencies and public health agencies to describe the rights and responsibilities of bicyclists and motorists.

Best practice: Palmetto Cycling Coalition, a non-profit organization dedicated to making South Carolina safe for all cyclists, has kicked off Safe Streets Save Lives, a public and private partnership designed to bring awareness to bicycling laws and rights to auto drivers and bicyclists. (<http://www.safestreetssavelives.org/>)

4.2 PROVIDE TRAINING FOR PROFESSIONAL DRIVERS

Professional drivers (delivery drivers, taxi drivers, waste management drivers, etc.) and public fleet drivers (emergency responders, etc.) are on the streets in their vehicles throughout the day. Providing additional training related to vulnerable roadway users will make the roads safer for cyclists and everyone else. Jefferson Parish public agencies, DOTD and other state agencies that manage driver education should participate.

Best practice: In San Francisco, training and educational programs provide information about sharing roadways with people on bikes. For taxi cab drivers, this campaign includes flyers, letters for new drivers, and test questions (as part of mandatory testing) for new drivers. For commercial and big rig drivers, this campaign features outreach to businesses with professional drivers, such as FedEx, UPS, and the USPS, in the form of educational flyers and newsletter articles. The campaign also includes posters depicting safe bicycle and commercial vehicle interaction.

4.3 PROVIDE TRAINING TO LAW ENFORCEMENT OFFICERS

Many law enforcement professionals do not receive training specific to bicycle laws, handling, or safety. Police education courses or training can help officers improve public safety and enforce existing laws more effectively by providing them with the training they need.

The RPC has developed law enforcement training program, which it uses to train officers in the New Orleans region and which may be applied throughout the state. These courses should be offered annually to law enforcement personnel in Jefferson Parish and include: comprehensive information about laws and statutes pertaining to bicycling; information about common crash types and causes, and how to prevent and enforce against the most serious offenses; and knowing options for enforcement and education. Trainings should be held in a different Jefferson Parish community each year.

Best practice: In Madison, Wisconsin, police officers regularly receive in-depth training on the use of bicycles for patrol, on enforcement practices that are most likely to reduce bicycle-involved crashes, and on bicycle crash cause identification.

4.4 CREATE AND OFFER A YOUTH BICYCLING SAFETY CURRICULUM

Youth-focused bicycling safety education is important to future improvements in Jefferson Parish’s bicycle conditions and culture. Parents may be less comfortable allowing children to walk or bicycle if they have never received comprehensive safety training. A bicycle safety curriculum can be taught in the classroom, in health or physical education classes, or outside on school grounds or via community youth or recreation programs. Education for driving safely around pedestrians, bicycles, and buses can also be taught to students and staff. Walking and bicycling safety tips can be included in info packets sent home to families.

Best practice: In Marin County, CA, the Marin County Bicycle Coalition pioneered in-school bicycle safety education, and has since developed a pedestrian safety curriculum taught in second grade, a fourth-grade bicycle safety curriculum, and a sixth-grade advanced bicycle safety unit. The curriculum materials are available to anyone who is interested in teaching the material to children

ENCOURAGEMENT

4.5 EMPLOYER INCENTIVES

Just because bicycling is affordable, doesn't mean it's cheap. When you factor in the costs of rain gear, safety equipment and regular maintenance, it's easy to see how owning and maintaining a bike can cost hundreds, if not thousands of dollars a year. On top of this, our automobile-dominated culture in America makes it hard to convince people that active transportation is the better choice for individual wallets and the economy.

Popular employer-based encouragement programs include hosting a bicycle user group to share information about how to bicycle to work and to connect experienced bicyclists with novice bicyclists. Employers can host bicycle classes and participate in Bike to Work day. The Parish and municipalities can also provide a model for local employers by initiating such programs in-house and encouraging local government staff to do the same.

Best practice: Oregon Health and Sciences University's Bike Incentive Program is a web based system that allows users to quickly log bike trips to OHSU campuses. Once a user is registered, logging a trip should take less than 30 seconds a day. This overview includes a registration walkthrough and homepage walkthrough, frequently asked questions, terms of use, and bike resources available at OHSU. Bicyclists are reimbursed for their commute with one of three incentives for each 30 trips biked. Members of the parking program are refunded one month's parking. Members of the transit pass program received \$35 (in addition to the overall subsidy on their passes). Bicyclists who are members of neither program receive \$50.

4.6 HOLD OPEN STREETS EVENTS

Most cities largest public space – its streets – is dominated by the automobile, making it inconvenient and potentially unsafe for many people to utilize and celebrate this public space. Open streets events allow residents and visitors a chance to experience their community in a new way.

Jefferson Parish and partners should identify locations for open street-type events throughout the Parish. These could be in business districts or downtowns and/or parks around the Parish. Ideally, such events can occur multiple times a year to promote bicycling and active living. Information and training about organizing such events is available through the Open Streets Project (<http://openstreetsproject.org/>)

4.7 SAFE ROUTES TO SCHOOL BICYCLE TRAIN

Many children no longer ride their bikes to school, as parents and school staff feel uncomfortable with the available routes and with safety concerns. If parents are uncomfortable allowing their children to walk or bicycle alone to or from school, parent or neighborhood volunteers can escort a group of children walking or bicycling to school together in a "Walking School Bus" or "Bike Train." Children can be picked up at home along the route or at designated staging areas. The parents offer a level of supervision and protection and the larger numbers allow the children to be more visible to traffic. Usually, one parent acts as the organizer, recruiting other parents, neighbors, seniors or community volunteers to walk or bicycle with the children. As in a carpool, the participants need to work out



schedules and meeting places. Adults and children can wear safety vests or use other means to enhance visibility. Sometimes the adult pulls a wagon to carry the children's books and projects.

Best practice: For communities that want to encourage bicycling to school, a bicycle train offers a safe, fun way to ride as a group. A bike train is a prearranged route to school. Bike trains run regularly and have specific meet up times. Planning their kick-off Walk and Roll to School Day, the Mason Elementary Safe Routes to School Team in Duluth, GA thought they'd include a bike train, but with only one student ever seen bicycling to school, they didn't actually expect more than a rider or two to pedal with the train that morning. To their great surprise, 45 children showed up with bicycles and helmets, eager to participate in Mason's first-ever bicycle train.

With that overwhelming start, the Mason bicycle train has become an integral part of the school's monthly "Walk and Roll to School Day" events. The train is staffed by volunteers from the local Gwinnett County Bicycle Users Group and a few Mason parents. The "engineer" leads the group, the "caboose" brings up the rear. Additional adults are interspersed between the children with a typical ratio of 1 adult to 4 children. The train has two starting "stations" in the morning and then the two groups are intended to meet and form one large train that rides down the highly traveled road to the school. In the afternoon, the bicycle trains run back to their starting "stations."

4.8 CREATE AND MAINTAIN AN ACCESSIBLE, EASY TO USE BICYCLING INFORMATION WEBSITE

In our digital age, collecting and providing relevant information in one convenient and easily-accessible location is a simple step for a community to identify the resources and facilities available to bicyclists.

Jefferson Parish and partners should launch a walking and bicycling "one-stop shopping" website for parish citizens and visitors that includes:

- A list of all walking and bicycling groups, including clubs, racing teams, and advocacy groups
- Information about the specific committees that discuss walking, bicycling, and trail issues (including how to get involved, meeting times and dates, agendas and minutes, etc.)
- Information about current projects and how to get involved (e.g., public meetings, comment periods)
- Maps and brochures (e.g., links to online maps and brochures, where to find in person, and how to request mailed materials)
- Links to laws and statutes relating to bicycling
- Information about bicycling events (e.g., rides, classes, volunteer opportunities) and an events calendar
- A list of local bike shops, including phone numbers and addresses
- Relevant contact information for the public

A one-stop bike website will not be difficult to set up, but it will only be successful if the site is both easy to use and updated regularly. All website content should be reviewed regularly for accuracy. If a Jefferson Parish Bicycle and Pedestrian Advisory Committee is formed, the Parish should consider adding a standing agenda item for BPAC meetings to discuss the website in order to hear about new content that should be added or out-of-date content that should be updated or removed.

Best practices: Bike Long Beach (CA): <http://www.bikelongbeach.org/> Also, The Washington Area Bicyclist Association (WABA) is the national capital region's nonprofit bicycle advocacy and education membership association. Their mission is creating a healthy, more livable region by promoting bicycling for fun, fitness, and affordable transportation; advocating for better bicycling conditions and transportation choices for a healthier environment; and educating children and adults about safe bicycling. Their website – www.waba.org - is organized based on their mission, with tabs clearly identified as Events, Education, Resources, and Advocacy.

4.9 CONDUCT INDIVIDUALIZED MARKETING

Building bicycling and walking infrastructure is essential to effecting mode shift, but it is not enough to attract large numbers of new users.

Personal Travel Encouragement (PTE) programs (also known as individualized social marketing programs) are encouragement programs based on saturating a target geographic area with resources to help residents reduce drive-alone trips and increase biking, walking, transit, and carpool trips. These programs have demonstrated a lasting reduction in drive-alone trips; for example, in Portland, OR, target areas have experienced a 10% reduction in motor vehicle traffic. The program may include the following:

- Maps and brochures
- Classes, clinics, workshops
- Guided rides and walks
- Fun social events
- Giveaways (e.g., coupons, pedometers, etc.)
- Targeted outreach (e.g., Women on Bikes, Senior Strolls)
- Route planning help (bike, walking, or transit)



Best practice: The City of Portland, OR, was one of the pioneers of individualized marketing programs in the US, managed through a well-staffed Transportation Options division within the city Department of Transportation. Since 2004, the City has selected a residential target area ranging between 20,000 and 37,000 households, and used a combination of direct mail outreach, customized travel information packets, incentive gifts, and themed guided walks and bicycle rides to engage residents and encourage them to drive less and walk/bicycle more. The program has consistently garnered over 20% participation, and resulted in approximately 10% reduction in drive-alone trips in the target area. More recently, similar projects in Alameda, CA, St. Paul, MN, and Cambridge, MA have used similar strategies to engage residents on active transportation and single-occupancy vehicle reduction

ENFORCEMENT/POLICE

4.10 ENFORCE BIKE LIGHT USAGE

As more people are out biking as their primary transportation mode, especially during the dark hours in the morning and evening when people are commuting to work and school, making sure that bicyclists are visible to roadway users is a key safety measure.

A fix-it ticket or warning with distribution of a safety brochure about laws and statistics related to bike lights is recommended. A bike light enforcement action will ticket cyclists with no lights. Better yet, actual installation of free lights on the bike on the spot will help address the problem immediately.

It is possible to make bike light enforcement part of a larger *Lights On!* campaign that combines enforcement, media ads, and free light giveaways or low cost light options. This type of campaign is most effective in the fall, tied either to the start of the school year or the end of daylight savings time.

Best practice: Missoula, MT sponsors two fall bike light campaigns each year. The program combines promotional media messaging, increased enforcement, and chances for police officers to fix the problem on the spot by giving away a high-quality bike light set to people pedaling without proper illumination. The “Be Bright, Use Your Lights” campaign from the city and Missoula In Motion is responsible for the flyers, posters, notes left on unlighted bikes, public service announcements, and radio and TV spots. The Mayor's Bike Light Initiative also works to solve the problem.



This campaign from Marin County, CA encourages bicyclists to use lights.

Now in its seventh year, the program puts high-quality light sets into patrol cars, giving officers an immediate solution for the cyclist who is riding dark. Officers may issue a ticket with the light or may not, using their own judgment. The City of Chicago, IL also administers a similar program.

4.12 CREATE A BICYCLE EMERGENCY RESPONSE TEAM

Providing emergency services at events expecting large crowds, or those events cover a large geographical area can be difficult to staff effectively. Such teams can also be effective on bikeways and trails where large numbers of cyclists are expected, such as the levee trails.

Jefferson Parish first responder agencies can provide emergency services and enforcement by establishment of a trained and designated bicycle response team. Such a team also can provide informal promotion of bicycle safety and bicycle transportation.

Best practice: Gaston County, NC Emergency Medical Services (GEMS) looks at the bike team as a staffing and cost effective alternative for handling request for event coverage. The team also works in the school system providing bicycle safety classes and assists with bike rodeos for both children and adults alike. The BERT was incorporated into the Gaston County Emergency Management Urban Search and Rescue team (USAR) to assist with search and rescue situations in the county. The team can be activated at a moment's notice for a search and members can be utilized for first in or hasty teams. One benefit of the BERT is they can cover more ground in a short time frame and quickly cover search areas.

EVALUATION

4.13 CONDUCT ANNUAL MANUAL COUNTS

Unless bicycle use is monitored and quantified, it will be impossible to determine ridership trends, and in particular, whether modal targets are being achieved. Quantifying bike usage is key to "Evaluation" of the success of the bike program.

Recommendation: In order to determine this Plan's success in achieving the Parish's goals for bicycling, it is necessary to **establish an annual data collection program. At a minimum, this program should tally the number of bicyclists at key locations around the community** (particularly at pinch points: in business districts, near schools, at key crossings into the Parish, and on trails and greenways). The same locations should be counted in the same manner annually.

If major walking or greenway infrastructure projects are planned, baseline and post-construction user counts can be performed through this coordinated annual count process for maximum efficiency. This will provide Jefferson Parish and partner agencies with information about growth of walking and bicycling rates.

It is recommended that the data collection program use methodology developed by the National Bicycle and Pedestrian Documentation Project (NBPDP). Counts should be performed in the early fall; one weekday count (from 5-7 PM on a Tuesday, Wednesday, or Thursday) and one Saturday count (noon – 2 pm) should be completed. Counters can be volunteers or agency staff, as long as proper training and support is provided.

If desired, surveys can also be included in the data collection effort to learn more about walking and bicycling demographics, trip origin/destinations, etc. The NBPDP website includes count and survey instructions, forms, and participant training materials: <http://bikepeddocumentation.org>.

Best practice: The National Bicycle and Pedestrian Documentation Project (www.bikepeddocumentation.org) provides methodology recommendations, training materials, count forms, and data collection templates for bicycle and pedestrian user



Conducting robust pedestrian and bicycle counts will provides a mechanism for tracking trends in Jefferson Parish over time.

counts and intercept surveys. Jurisdictions can use and modify materials at no cost. The goal of the project is to facilitate and standardize bicycle and pedestrian data collection throughout the US.

EQUITY

4.14: FOCUS ON WOMEN, FAMILIES, MINORITIES AND AT-RISK YOUTH

The majority of bicyclists on the roadway today are adult males – encouraging children, women and families to bicycle more is needed to increase the use of bicycling as a viable form of transportation.

There are a range of outreach, education and encouragement programs that the Parish and partners can take to broaden the range of cyclists in Jefferson Parish. Some of these are outlined in the following report compiled by the League of American Bicyclists: http://www.bikeleague.org/sites/lab.huang.radicaldesigns.org/files/equity_report.pdf

Best practice: One of Boston Bikes efforts is the new Women and Family Cycling Initiative, which supports women who bike and encourages more women to bike in Boston and the surrounding area. Activities include free workshops, covering topics such as getting the women familiar with their bikes, learning the laws of the road and safe riding practices, from proper signals to how to take a left turn in heavy traffic.

GOAL 5: LAND USE POLICIES

This section recommends land use policies including zoning, subdivisions, parking, and signage that promote smart growth and bicycle-friendly amenities. These recommendations address developing new standards or supplementing current standards and regulations in the Jefferson Parish Comprehensive Zoning Ordinance and Jefferson Parish Subdivision Regulations. A detailed description of these recommendations is available in [Appendix D](#).

5.1 REQUIRE AND INCENTIVIZE BICYCLE PARKING IN PRIVATE DEVELOPMENT

Many bicycle parking ordinances require bicycle parking for new development, and some cities - including Oakland, CA, Tucson, AZ and New Orleans, LA - extend bicycle parking requirements to major renovations as well. This is particularly important in areas and communities that are substantially built-out and undergo infill development, such as is frequently the case in Jefferson Parish.

Recommended Language: Short-term and long-term bicycle parking spaces shall be required for all new development and major renovations.

As a best practice in bicycle parking, it is important to provide not only short-term bicycle parking, but also accommodate the long-term needs of employees, multi-family housing residents and students who park their bikes at work, school or home for many hours or overnight. Security is a heightened concern for long-term bicycle parking, while immediate proximity to the entrance is a greater priority for short-term bicycle parking. Additionally, short-term bicycle parking is generally not required to protect bicycles from the weather, while long-term parking necessitates full weather protection.

In establishing a requirement for bicycle parking, it is necessary to provide standards that meet parking demand. The recommended numbers of required spaces in Table 12 are based on the Bicycle Parking Guidelines, 2nd ed. as prepared by the Association of Pedestrian and Bicycle Professionals, and parking requirements adopted in various locales around the country. Where ranges are provided, the higher range is recommended for areas that are more urban or have higher levels of bicycle use.

Table 12 Recommended Bicycle Parking Space Requirements

TYPE OF ESTABLISHMENT	MINIMUM # OF PARKING SPACES SHORT-TERM – 2 spaces or the following number of spaces, whichever is greater	MINIMUM PERCENTAGE OF PARKING SPACES LONG-TERM
College or University	1 space/5,000 sf GFA	50% required long-term
Community Center	1 space/2,500 sf GFA	
Elementary or Secondary School	2-3 spaces/classroom	
General Retail	1 space/5,000 sf GFA	50% required long-term
Grocery	1 space/2,000 sf GFA	15-20% required long-term
Industrial or Manufacturing Facility	1 space/10,000 sf GFA	50% required long-term
Movie Theater or Restaurant	1 space/2,000 sf GFA	
Multi-Family Housing	1 space/5 dwelling units	80% required long-term
Office or Government Building	1 space/[5,000-10,000] sf GFA	50% required long-term
Shopping Center	1 space/2,500 sf GFA	
Sport and Recreational Center	1 space/5,000 sf GFA	
Source: Association of Pedestrian and Bicycle Professionals, 2010		

Recommendations regarding bicycle parking locations, standards, design and signage are described in detail in **Appendix D: Land Use Recommendations**.

5.2: REFORM PARKING LOT DESIGN REQUIREMENTS TO ACCOMMODATE CYCLISTS

Beyond the bicycle racks themselves, good parking lot design is also helpful for the safety and convenience of cyclists and pedestrians. Parking lots designs must consider pedestrian access to and through the development, including access to adjoining sites that share parking. Demarcation of the site should be done using a combination of pavers, landscaping, safety and directional lighting, and signage.

The following provides general guidelines for bicycle and pedestrian access, which should be incorporated into the Jefferson Parish Comprehensive Zoning Ordinance:

Recommended Language: Access and Circulation Standards:

When locating a building on a site, the building should be oriented toward the street abutting the adjacent sidewalks and/or walkways. Additionally, all development should provide bicycle access within and onto the site.

The building location should also accommodate parking areas on the side or the rear of the building to allow for direct and uninterrupted pedestrian connections between bicycle parking facilities and building entrances.

Walkways shall form an on-site circulation system that minimizes the conflict between pedestrians and traffic at all points of pedestrian access to on-site parking and building entrances.

When addressing access to existing buildings that are set back from the street, retrofitting sites with easily identifiable bicycle parking areas and walkways that have few or no driving lane crossings will help increase accessibility to the site.

The following general guidelines for parking lot design should also be incorporated into the Jefferson Parish Comprehensive Zoning Ordinance:

Minimize Breaks in Pedestrian Access: Parking areas should be designed to minimize breaks in the pedestrian environment and to create safe and comfortable passage for pedestrians and bicyclists. In small lots this can be achieved by providing a sidewalk at the perimeter of a lot. In medium and large lots, dedicated pedestrian walkways within the parking areas should provide connections between bicycle parking facilities and the entry of the building.

Traffic-Calming: To maintain pedestrian and bicyclist comfort and calm the speed of traffic, parking lot turning radii should be designed to tame turning speed and traffic calming techniques such as speed tables and narrow drives should be provided at the front of buildings and other marked pedestrian areas.

Landscaping: Planting areas should be located between the walkway and the parking lot area to separate vehicles and pedestrians.

5.3 REFORM SUBDIVISION REGULATIONS

In addition to zoning, other ordinances such as subdivision regulations also specify allowable uses of land within a community to help guide new development and protect community resources. These regulations may specify requirements for structural improvements, such as adding or maintaining sidewalks, bike lanes, or open space, that affect the ability of community members to be physically active. Improving pedestrian access should be a part of every community's subdivision regulations. While Jefferson Parish addresses pedestrian issues within the ordinance, a few simple additions are proposed to integrate bicycle infrastructure into site design. The next two sections propose recommendations for inclusion in the Jefferson Parish Unified Development Code, specifically the articles addressing General Development Standards and Adequate Public Facilities Required – Transportation.

OPEN SPACE REQUIREMENTS – BIKE PATHS AND CONNECTIVITY

Recent studies have found that local land use laws are more likely to require passive open space and pedestrian-friendly structural improvements such as sidewalks and crosswalks, than they are to require active recreation amenities such as trails, bike lanes, or playgrounds and sports fields.¹³

- Jefferson Parish should establish a minimum level of street connectivity for future developments to create neighborhoods that are conducive to walking, bicycling, and transit use.
- Further, smaller connections through existing paths and trails should be established between residential subdivisions; between residential and commercial uses; and between all types of residential and nonresidential uses and civic/cultural institutions like schools and community centers.
- Maximum block-length determinations have a profound impact on the accessibility and connectivity of individual neighborhoods. Superblocks of 800' to 1,000' can be imposing when cyclists and pedestrians are moving between two locations. Jefferson Parish's current maximum block length is at the high end of this distance at 1,000'. In order to create more connected and accessible distances in new development, the Parish should consider lowering this number in line with similar communities such as Charlotte, NC (400') or Austin, TX (600').
- Jefferson Parish should modify its subdivision regulations to require developers to dedicate land or pay a fee to contribute land for parks and bicycle facilities (i.e. lanes, paths, etc.) to increase opportunities for recreation. Many communities, including the City of Harahan in Jefferson Parish, require new subdivisions over a specific number of lots to dedicate a percentage of the net area of the subdivision for green space or parks or pay a fee in lieu of dedication. Some communities such as Charlotte, NC and Nashville, TN have taken this a step further and require dedication of land or fee in lieu payments specifically for bicycle facilities (primarily bicycle/pedestrian paths).

STREET DESIGN ELEMENTS

Streets should be designed with all users in mind – whether on foot, on bicycle, in a car, or on the bus. This approach, known as “Complete Streets,” is gaining momentum nationally and locally as communities from Boston to New Orleans are balancing the needs of all users in the face of limited resources. To support infrastructure improvements and the development of bicycle and pedestrian-friendly neighborhoods and developments, Jefferson Parish should develop a **Street Design Module** to include in the Subdivision Regulations. The foundation of the Street Design Module will be the Complete Street Policy. The Street Design Module should include technical specifications based on the Design Guidelines discussed earlier in this plan.

¹³ Thrun, E. et al. (2012) *Using Land Use Laws to Facilitate Physical Activity*, BTG Research Program, Health Policy Center, Institute for Health Research and Policy, University of Illinois at Chicago

5. TAKING ACTION

PLAN ADOPTION & IMPLEMENTATION

Effective upon the adoption of this plan by the Planning Advisory Board and Jefferson Parish Council, this plan shall be incorporated as an amendment to the Transportation Element of the Parish Comprehensive Plan. The support and effort of the Parish Administration, the Parish Council, and the citizens of Jefferson Parish are critical to successful implementation.

Whereas adoption of this plan is the responsibility of the parish council, implementation of the plan will take many forms and will be undertaken by a number of entities, including, but not limited to:

- Jefferson Parish Administration
- Jefferson Parish Council
- Planning Department
- Regional Planning Commission
- Engineering Department
- Streets Department
- Sheriff's Office
- Chamber of Commerce
- Bicycle Advocacy Organizations
- Jefferson Transit
- Jefferson Parish School Board

In some cases, implementation of the plan will require cooperation between several of the departments, organizations and entities listed above. It is important that each "actor" understand their roles and responsibility in implementation and base their actions on the goals and recommendations outlined in the master plan.

- Development Regulations: Update regulations and tools, such as the zoning ordinance, subdivision regulations, unified development code, and overlay zones, to ensure consistent and successful implementation;
- Capital Improvement Programs: Improvements need to be included in a Capital Improvement Program;
- Budget Process and Funding: Additional funding by the Parish and/or other sources including grants are needed to implement;
- Program Development and Implementation: New programs need to be developed and absorbed into the Parish's service structure;
- Area Plans and Strategic Issue Plans: Geographic area studies or studies of strategic issues develop specific recommendations that can be implemented through one of more of the Implementation Tools;
- Facility Plans: Updates to and/or coordination with plans for Parish facilities, such as parks or libraries are required; and
- Coordination: Recommendations that need to be coordinated with Parish, Regional, and State departments and responsible actors including public and private sector organizations; and
- Enforcement: Enforcement of existing codes and regulations by responsible Parish Actors.

IMPLEMENTATION TIMELINE AND BENCHMARKS

The proposed timeline for implementation is based on a number of factors including:

- Is the recommendation or resulting policy or action a precedent for further actions?
- Are the resources to achieve the recommendation currently available?
- Did the public participation identify the recommendation as a primary need?
- Does the recommendation or resulting policy or action address critical parish needs?
- Is there an imminent change that needs direction and guidance?

Timing is divided into four categories:

Immediate	Implementation is anticipated within 1 year;
Short	Implementation is anticipated within 5 years;
Long	Implementation is anticipated within 10 years; and
Recurring	Implementation recurs throughout the effective life of the Master Plan.

GOAL 1: A comprehensive bikeway network, in which levee top multi-use trails are continuous, easy to access, and well-marked, and a network of maintained north-south and east-west bicycle facilities connect neighborhoods, trails, adjacent parishes and community destinations.

OBJECTIVE	ACTION	ACTOR	TIMEFRAME	BENCHMARKS
1. Build priority, near term, on-street bikeways to connect levee trails	a) Restripe traffic lanes and install signage indicating bicycle routes along recommended priority segments (Table 6 and Table 7)	Traffic Engineering and Streets Department	SHORT	Year 1: Design documents completed and funding sources determined Year 5: Projects complete
	b) Install signage and shared-lane markings along streets that are already bicycle friendly and are recommended bicycle boulevard and sharrow segments, with highest priority given to those that complete a gap in the bikeway network, or provide near term connectivity of the system (Tables 13 & 14)	Engineering and Streets Department	SHORT	Year 1: Design documents completed and funding sources determined Year 5: Projects complete
	c) Create and designate paved shoulder lanes. Install signage, markings and pour asphalt, if necessary, opportunistically in conjunction with regularly scheduled road maintenance or road reconstruction activities on recommended paved shoulder segments (Table 8)	Engineering and Streets Department	SHORT	Year 1: Design documents completed and funding sources determined Year 5: Projects complete
2. Plan, design and build high demand, challenging-to-implement bikeways	a) Install 10' asphalt or concrete trail from Gretna Ferry Terminal to Bark Drive, signage, pavement markings and access ramp to Bark Drive	Engineering and Streets Department	SHORT	Year 1: Design documents completed and funding sources determined Year 5: Project complete
	b) Install 10' asphalt or concrete trail from Destrehan Ave to Klein Street, signage, pavement markings and access ramp to Destrehan Ave.	Engineering and Streets Department	SHORT	Year 1: Design documents completed and funding sources determined Year 5: Project complete
	c) Extend Duncan Canal level trail past Louis Armstrong Airport to Airline Highway via levee or existing tunnels	US Army Corps of Engineers, St. Charles Parish and Southeast Louisiana Flood Protection Authority - East Bank	LONG	Year 1: Planning and feasibility study funded Year 3: Feasibility study complete Year 5: Funding secured Year 10: Project complete
	d) Coordinate with Norfolk Southern Railroad to determine right-of-way lease opportunities	Engineering and Streets Department	LONG	Year 1: Planning and feasibility study funded Year 3: Feasibility study complete

				Year 5: Funding secured Year 10: Project complete
	e) Coordinate with US Army Corps of Engineers, Levee Districts, U.S. National Park Service and Louis Armstrong New Orleans International Airport on levee and canal trail projects	Engineering and Streets Department	LONG	Year 1: Planning and feasibility study funded Year 3: Feasibility study complete Year 5: Funding secured Year 10: Project complete
3. Improve bicycle access across the Mississippi River and Harvey Canal	a) Make Huey P. Long Bridge bicycle-friendly by permitting bicycle usage of outside shoulders and improving safety and comfort on approaches	Engineering and Streets Department; DOTD	SHORT	Year 1: Design documents completed and funding sources determined Year 3: Project complete
	b) Explore opportunities to restore Gretna ferry service	RPC, DOTD	SHORT	Year 1: Feasibility study funded Year 3: Feasibility study complete Year 5: Funding secured and service restored
	c) Begin planning for development of dedicated bicycle/pedestrian bridge crossing of Mississippi River	RPC	LONG	Year 1: Planning study funded Year 5: Planning study complete Year 10: Funding partially secured; design complete Year 20: Construction complete
	d) Plan to accommodate cyclists at 4th Street bridge and future Harvey Blvd. bridge	DOTD	LONG	Year 10: Project complete
4. Improve safety and comfort at high-volume intersections for cyclists	a) When designing bicycle facilities, bicycling facility features such as marked crossings, color lanes, and bike boxes should be considered at high traffic volume intersections	Engineering and Streets Department	RECURRING	Year 1: At least one pilot intersection redesign complete Year 3: At least one pilot intersection reconfiguration complete

				Year 5: Major intersection on priority project routes reconfigured
5. Maintain and improve existing trails and on-street bikeways	a) Upon completion of levee and pumping station construction, reopen closed levee trail segments	Engineering and Streets Department	IMMEDIATE	Year 1: All completed pumping station projects reopen levee trails
	b) Widen 17th Street Canal trail between Veterans Memorial Blvd to Rosebud Street from 8' to 10', install pavement markings	Engineering and Streets Department	SHORT	Year 1: Planning and feasibility study funded Year 3: Funding secured Year 5: Project complete
	c) Repave and widen 17th Street Canal trail from I-10 Service road to Veterans Memorial Blvd. to 10', install pavement markings	Engineering and Streets Department	SHORT	Year 1: Planning and feasibility study funded Year 3: Funding secured Year 5: Project complete
	d) The Streets Department should sweep all designated bikeways including lanes, shoulders and trails	Streets Department	RECURRING	
GOAL 2: Destination facilities accommodate cyclist needs throughout the Parish				
OBJECTIVE	ACTION	ACTOR	TIMEFRAME	BENCHMARKS
1. Install bicycle parking at popular public destinations	a) Partner with Where Ya' Rack to identify convenient locations for short- and long-term parking at facilities listed in Table 10	Bicycle/Pedestrian Coordinator; Engineering Department	IMMEDIATE	Year 1: Locations identified, designs complete Year 2: Racks funded Year 3: Racks installed
2. Design, build and maintain trailhead facilities at strategic locations adjacent to popular recreational trails		Capital Projects and Engineering Departments	LONG	Year 1: Planning and design of at least one trailhead funded Year 3: Design complete and funding secured Year 5: Project complete Year 10: At least 3 project completed

3. Amend the Zoning Code to require bicycle parking and support facilities at privately developed commercial, retail, multifamily and institutional properties at the time of construction or renovation	Planning Department	IMMEDIATE	Year 1: Zoning amendment complete
4. Reform parking lot design requirements within the Zoning Code to accommodate cyclists	Planning Department	IMMEDIATE	Year 1: Zoning amendment complete

GOAL 3: Jefferson Parish planning and engineering policies, procedures and guidelines support the planning, design, construction, operation, maintenance and evaluation of bicycle infrastructure and programs

OBJECTIVE	ACTION	ACTOR	TIMEFRAME	BENCHMARKS
1. Adopt and employ a complete streets policy that ensures that all roadways safely accommodate all road users		Planning Department; Engineering Department; Parish Council	IMMEDIATE	Year 1: Policy adopted by Parish Council
2. Adopt and employ the Bicycle Facility Design Guidelines		Engineering Department	IMMEDIATE	Year 1: Guidelines adopted and employed by Engineering Department
3. Create a Bicycle & Pedestrian Coordinator position within the Planning Department or Engineering Department		Parish Council; Administration	IMMEDIATE	Year 1: Position funded
4. Establish and regularly convene a permanent Bicycle Advisory Committee to monitor implementation of the Master Plan	a) Adopt a resolution that makes the Master Plan Citizen Advisory Committee an official, permanent body	Parish Council	IMMEDIATE	Year 1: Resolution adopted, committee meets at least once
	b) Designate Planning Department or Engineering Department staff to coordinate the committee	Administration	IMMEDIATE	Year 1: Staff designated

GOAL 4: Jefferson Parish educates road users in cycling rights and laws, encourages bicycling, enforces traffic laws, evaluates performance, and assures equity

OBJECTIVE	ACTION	ACTOR	TIMEFRAME	BENCHMARKS
1. Create a public information and education campaign, working with local groups such as Jefferson Chamber, Crescent City Cyclists, Bike Easy and shop owners to develop and distribute content and messaging		Bicycle/Pedestrian Coordinator	IMMEDIATE	Year 1: Target audience and campaign strategy

			determined; Funding secured Year 2: Educational and media materials designed; campaign launched.
2. Offer trainings for professional drivers, including delivery drivers, taxi drivers, waste management drivers, and emergency responders.	Bicycle/Pedestrian Coordinator;	SHORT	Year 1: List of potential attendees developed; Each division of drivers contacted to gauge interest and suggested content. Year 2: Trainings promoted and conducted.
3. Provide training to law enforcement officers to help improve public safety and enforce existing laws more effectively	RPC, DOTD, JPSO	IMMEDIATE	Year 1: Law enforcement trainer identified; Training promoted, and conducted.
4. Offer bicycle education for children and youth through schools and recreational programming, such as bike rodeos and helmet fit seminars	RPC, Jefferson Parish Public Schools, Parks & Recreation and community groups	SHORT	Year 1: Bicycle education instructors and program partners identified; curriculum developed. Year 2: Bicycle education activities hosted at a minimum of five locations. Year 3: Number of locations increased by at least five each year.
5. Encourage employers to offer incentives to employees to bike to work	Major employers and governments	SHORT	Year 1: Tips and guidance for strategies to incentivize biking to work are developed and distributed. Year 2: Employers encouraging biking to work are tallied and recognized; New

			employers take part in the program each year.
6. Organize “open streets” events in which a street is temporarily closed for exclusive use by non-motorized users	Chamber of Commerce, Parks & Recreation arts organizations, hospitals and health promotion agencies and institutions	SHORT; RECURRING	Year 1: Partnerships established and planning process initiated. Year 2: One event hosted during Bike Month Year 3: Three to four events hosted each year.
7. Organize Safe Routes to School “Bicycle Trains”	Jefferson Parish Public Schools, PTAs and neighborhood groups	SHORT	Year 1: Three pilot schools established the program. Year 2: ‘Lessons learned’ are documented; the number of schools offering the program increased by at least three each year.
8. Create an easy-to-use website that offers resources for cyclists, such as safety tips and a bike route map	RPC, DOTD, Law enforcement agencies, park and recreation agencies, MRT, bike shops, clubs, etc.	IMMEDIATE	Year 1: Task force established; website name, design, and content determined; URL secured Year 2: Website launched and promoted.
9. Conduct individualized marketing to promote cycling	RPC, major employers, Jefferson Transit	SHORT	Year 1: Goals, target audience, and major partners of the campaign determined. Year 2: Campaigns for one neighborhood and one major employer are launched. Year 3: Program is evaluated; campaigns for a new neighborhood and a

			new employer are launched.
10. Organize regular bike light campaigns	RPC, DOTD, Law enforcement agencies, bike shops, schools, public health agencies	SHORT	Year 1: Partners identified; Program goals established. Year 2: Launch first campaign during bike month (May) and continue throughout the year.
11. Start a bicyclist ticket diversion program, in which officers give cyclists an opportunity to waive fees for traffic violations, such as riding in the wrong direction, by attending a bicycling education course	Bicycle/Pedestrian Coordinator; JPSO, Jefferson Parish Courts	SHORT	Year 1: Partnership with local law enforcement and judges established; Program goals and curriculum established.
12. Create a bicycle emergency response team	First responder agencies (police, fire, EMS); Parks & Recreation	IMMEDIATE	Year 1: Partnerships with emergency response agencies established. Year 2: Funding secured and first responder bicycle training offered.
13. Conduct annual counts of “before and after” locations of bicycle improvements in order to study the change in use, car speed and crash numbers	RPC, public health agencies, DOTD, local universities, bike clubs	IMMEDIATE	Year 1: Counts conducted along at least one corridor prior to bicycle facility improvements. Year 2: Counts conducted at the same location, on the same date following bicycle facility improvements.
14. Focus on women, families, minorities and at-risk youth	RPC, law enforcement agencies, schools, public health agencies, bike clubs, YMCAs and other community organizations	IMMEDIATE	Year 1: Partnerships established; priority issues and program goals established. Year 2: One event targeting each population group hosted during Bike Month (May).

Year 3: One event targeting each population group hosted outside of Bike Month (May).

GOAL 5: Land use policies encourage development of bicycle friendly neighborhoods

OBJECTIVE	ACTION	ACTOR	TIMEFRAME	BENCHMARKS
1. Revise the comprehensive zoning ordinance to require and incentivize the installation of appropriate short and long-term bicycle parking and signage at new developments and major renovations		Planning Department	IMMEDIATE	Year 1: Zoning amendment complete
2. Revise the comprehensive zoning ordinance to reform parking lot design requirements within the Zoning Code to accommodate cyclists (Goal 2, Objective 4)		Planning Department	IMMEDIATE	Year 1: Zoning amendment complete
3. Reform subdivision regulations to better accommodate the needs of cyclists		Planning Department	SHORT	Year 5: Regulations reformed

FUNDING

Several federal, state and local funding sources may be used to fund capital projects such as roadway resurfacing and widening, trail construction, and pavement markings and signage. The Parish has already utilized a number of these sources to fund previous projects, such as the levee trails, and upcoming bikeway projects. This section provides guidance on selection of these funding opportunities. A full description of all sources is in [Appendix E](#).

FEDERAL

Federal authorization of transportation funding has created several programs that Jefferson Parish may access through DOTD and the RPC.

- **Transportation Alternatives Program** (formerly Transportation Enhancements) funds on- and off-road bicycle facilities.
- **Safe Routes to School.** The purpose of this program is to enable and encourage children, including those with disabilities, to walk and bicycle to school; to make walking and bicycling to school safe and more appealing. Up to \$250,000 is available for infrastructure and \$50,000 in non-infrastructure costs per project. Louisiana has received nearly \$17 million in SRTS funds since 2005.¹⁴ There is no dedicated federal funding source specifically for SRTS, but the state may set aside TAP funds for this program. Louisiana has chosen to do so for 2013.
- The **Recreational Trails program** provides funds to the States to develop and maintain recreational trails and trail-related facilities for both non-motorized and motorized recreational trail uses.
- The **Surface Transportation Program** provides flexible funding that the State and RPC may use to improve roads on the Federal-aid network. Bicycle infrastructure, among other projects, are eligible for this funding. .
- The **Highway Safety Improvement Program (HSIP)** aims to reduce traffic fatalities and injuries on all public roads, regardless of whether they are on the Federal-aid network. It is a flexible source that allows communities to fund any project or activity that addresses a demonstrated safety problem – such as that shown by the numerous recorded bicycle crashes on the West Bank Expressway surface road.

Most federal transportation grants funding bicycling projects require a local match – often 20% of the project cost – with the exception of Safe Routes to School.

STATE

Each year the State Legislature passes a capital outlay budget, which the Office of Facility Planning and Control in the Division of Administration manages to fund infrastructure and facility projects across the state. Jefferson Parish has already requested \$65,000 in state capital outlay funds to support the conversion of a shoulder to a bicycle lane on Leo Kerner Parkway. State capital outlays should continue to be sought for similar, small projects.

LOCAL

Revenue and general obligation bonds funded by sales and property taxes fund the majority of local infrastructure projects in Louisiana. Capital Improvements to Jefferson Parish facilities, infrastructure and are supported by sales taxes, property taxes and operating budget transfers. These sources may also provide matching funds for state and federal projects.

COORDINATION

Since three jurisdictions oversee streets in Jefferson Parish – municipalities, the Parish and the state – coordination will be essential to the successful implementation of the Master Plan. Coordination is particularly critical to the capital projects. As such, the Jefferson Parish bicycle coordinator should maintain communication with designated representatives of the DOTD, City of Kenner, City of Gretna, other municipalities, levee districts, and National Park Service.

¹⁴ National Center for Safe Routes to School

MONITORING

To effectively implement the plan, monitoring and measuring the results is essential. With that said, changes to long-range planning documents are inevitable. Although the bikeway network recommendations could be considered the focal point of this Master Plan, plan amendments may include changes to the network or any of the text and maps included in the master plan. Text amendments may include changing, adding, or modifying a goal, objective, policy, or program in any of the chapters in response to changing conditions or new information. Future plan amendments should only occur after detailed study and review.

Amendments should generally follow the same procedure as the one that used for the adoption of this plan, including public participation, public hearings, approval of the plan amendment by the Planning Commission, ratification of the amendment by a resolution of the Parish Council, and distribution of the plan amendment to appropriate and relevant parties, including citizens, business leaders, and government officials.

Consequently, one of the important tasks of plan implementation is a periodic re-evaluation to ensure the plan continues to properly reflect current conditions. It is recommended that a robust review of the plan, including update of data, occur every five years.

Additionally, the following recommendations are intended to assist in monitoring the implementation process of the plan:

1. Consistent with recommendation 3.4., the Bicycle Advisory Committee should meet semi-monthly to review the progress of implementation. Within 12 months of adoption of the plan, the committee should evaluate progress toward achieving the "Immediate" timeframe actions
2. The Bicycle Advisory Committee should deliver an annual progress report to the Parish Council
3. Information on new and current bike and pedestrian facilities should be included in yearly reports/budgets for the Planning and Engineering Departments
4. In conjunction with Regional Planning Commission, within the next 3 to 5 years, Jefferson Parish should reapply to the League of American Bicyclists Bicycle Friendly Community program.