



City of Austin  
Bicycle Planning Strategy  
and The Big Jump Initiative

*Urban Transportation Commission*

*Tuesday, June 13<sup>th</sup> 2017*



# What is the Big Jump?

- ▶ A three year challenge to double bicycle ridership in a specific geographic area by connecting key routes of the all ages and abilities bicycle network and inviting people to bicycling through education and encouragement efforts.





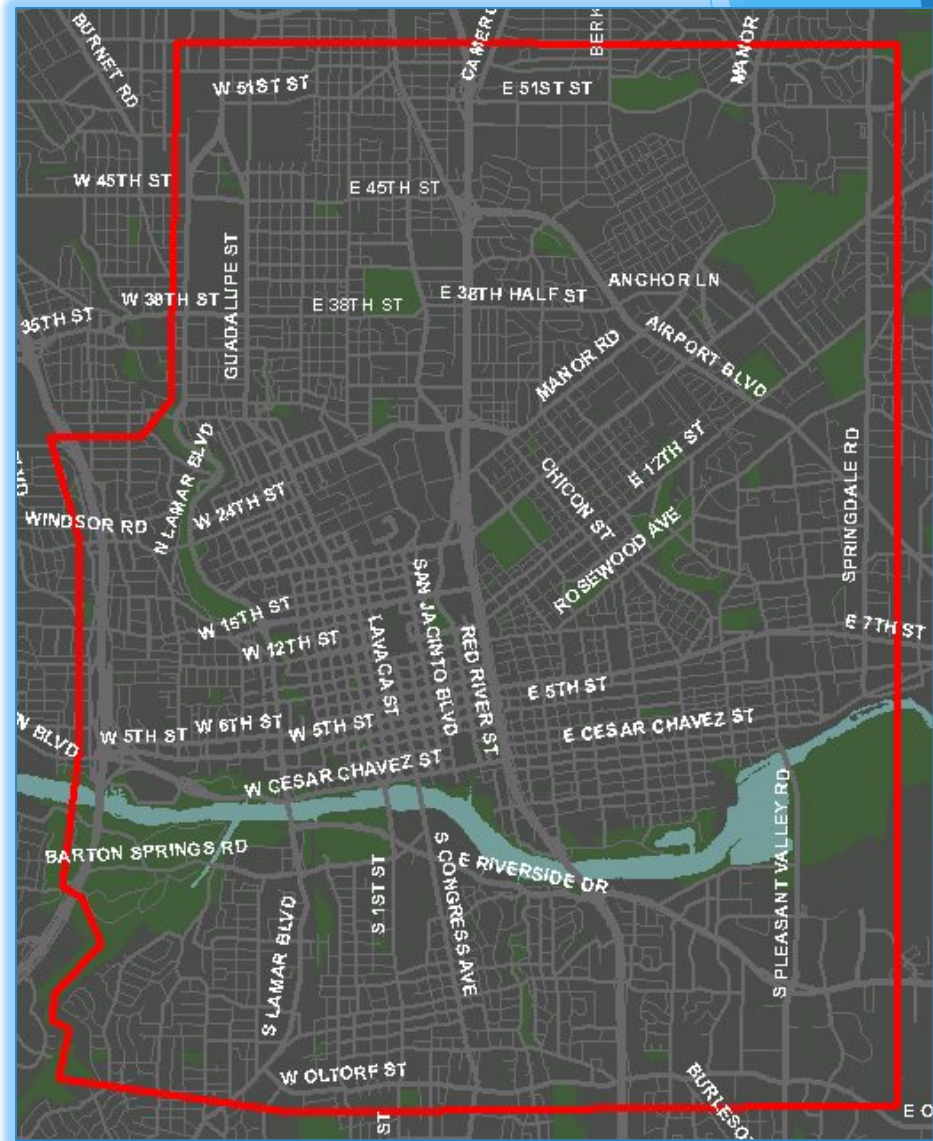
# What is the Big Jump?

- ▶ Builds on the success of the Green Lane Project which pioneered protected bicycle lanes as best-practice in urban bikeway design.



# What is the Big Jump?

- ▶ Austin's was chosen from among nearly 90 other cities that applied for 1 of 10 slots. Other cities include: Baltimore, Providence, New York, Memphis, Tucson, Fort Collins, Los Angeles, Portland, New Orleans.
- ▶ Austin's focus area is the City's central core.





# The Big Jump is an *Imagine Austin* implementation strategy...



Priority Program #1:  
Invest in Compact

Priority Program #8:  
Align Code

Priority Program #3:  
Workforce Development

Priority Program #5:  
Creative Economy

Priority Program #2:  
Sustainable Water

Priority Program #4:  
Green Infrastructure

Priority Program #6:  
Household Affordability

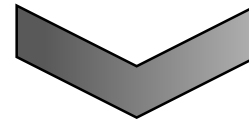
Priority Program #7:  
Healthy Austin

# ...guided by the *Austin Bicycle Master Plan*:



## A Shift in Focus:

~~“To Create and Promote the best environment for the friendly co-existence of bicycle riders and other transportation users in Austin”~~



**“To maximize the contribution of bicycling to Austin’s quality of life”**

# Austin's Bicycle Planning Strategy

# Four Types of Transportation

## Cyclists in Austin By Proportion of Population



**Strong & Fearless 2%**

Less than 20% of Austinites  
will ride in  
Bicycle Lanes

**15%**

**Interested but Concerned  
39%**

**No Way No How  
44%**

**Enthusied & Confident**





# Four Types of Transportation Cyclists in Austin By Proportion of Population



Strong & Fearless 2%

More than 55% of  
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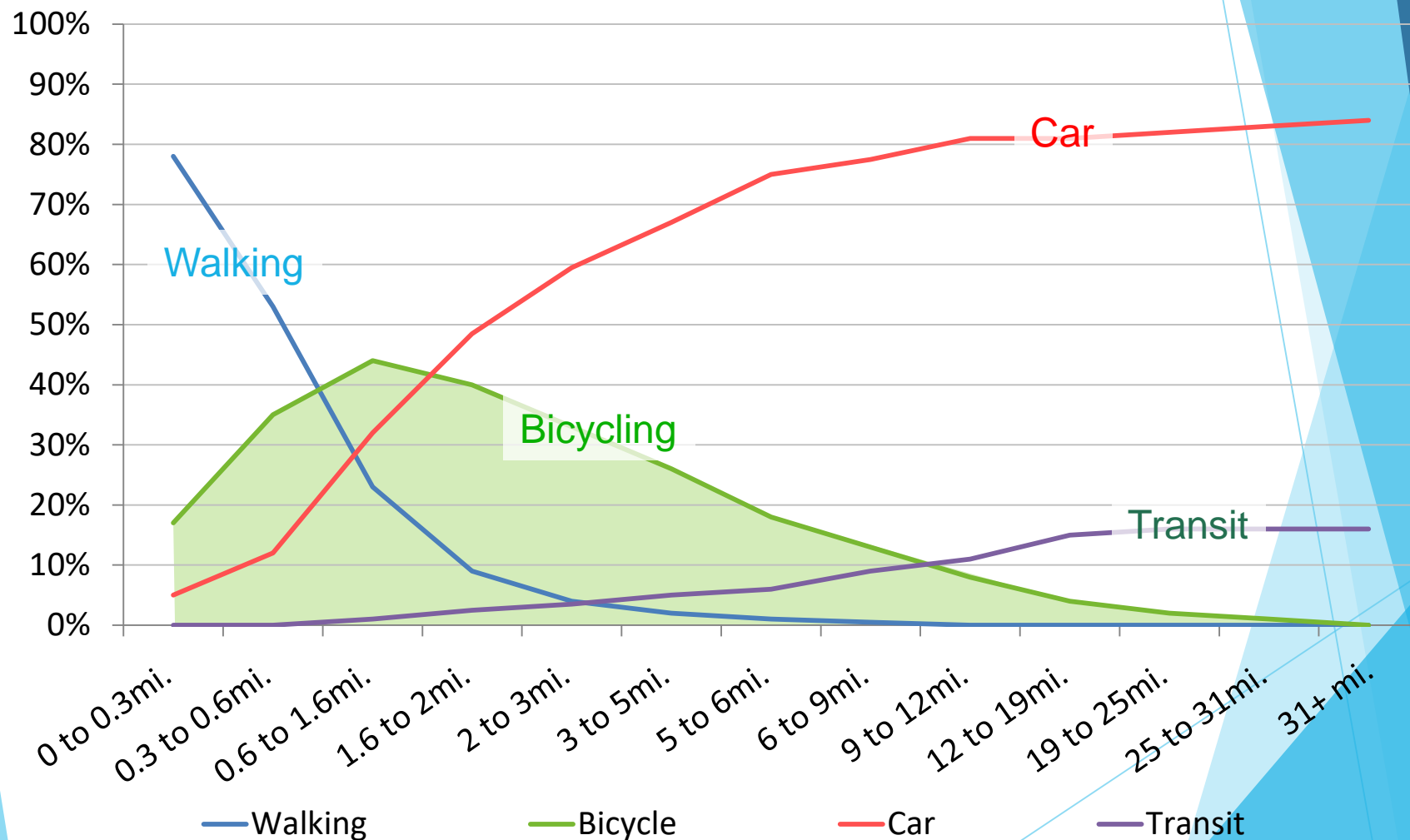
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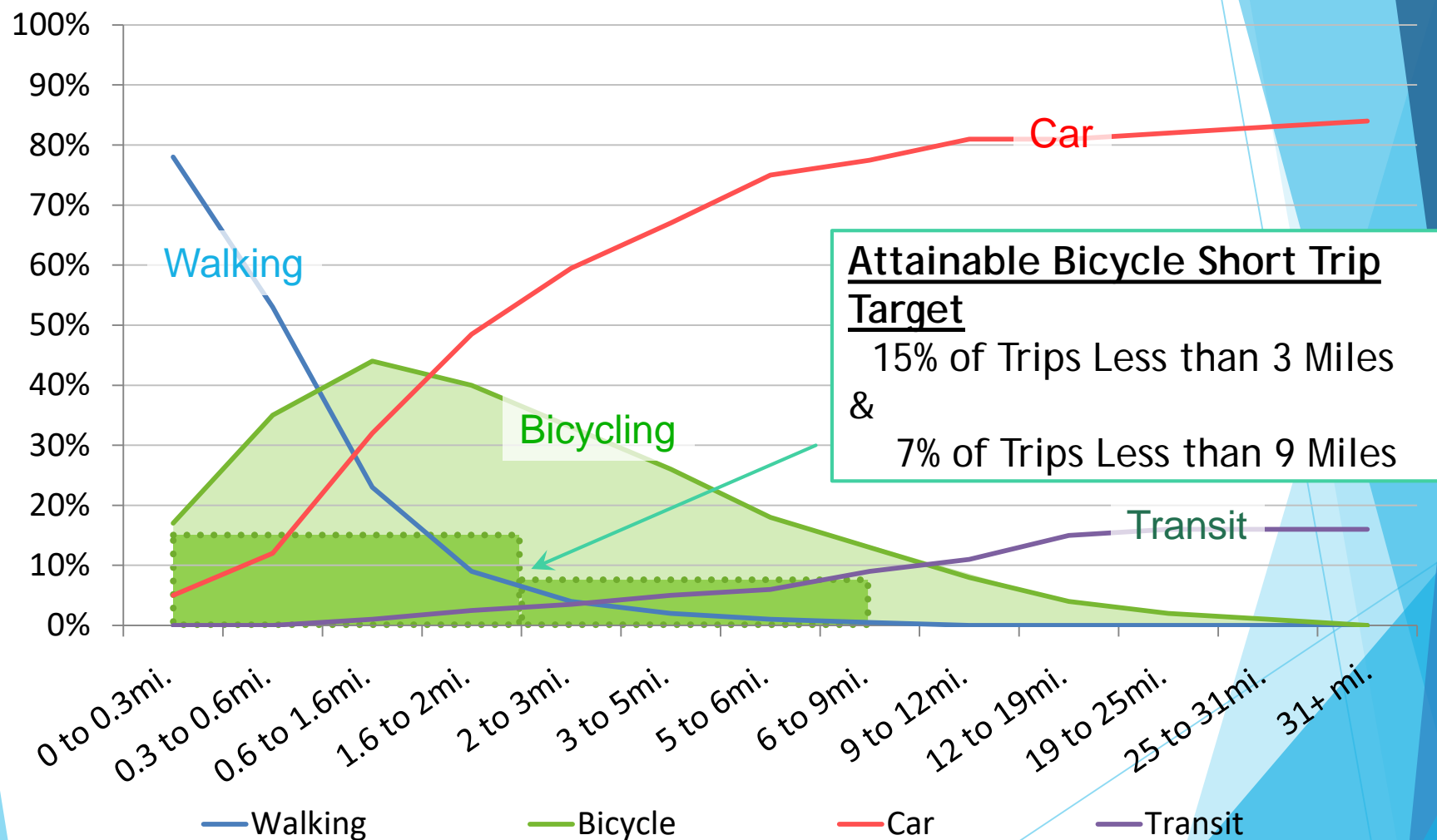
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# Capture Short Trips by Bicycle



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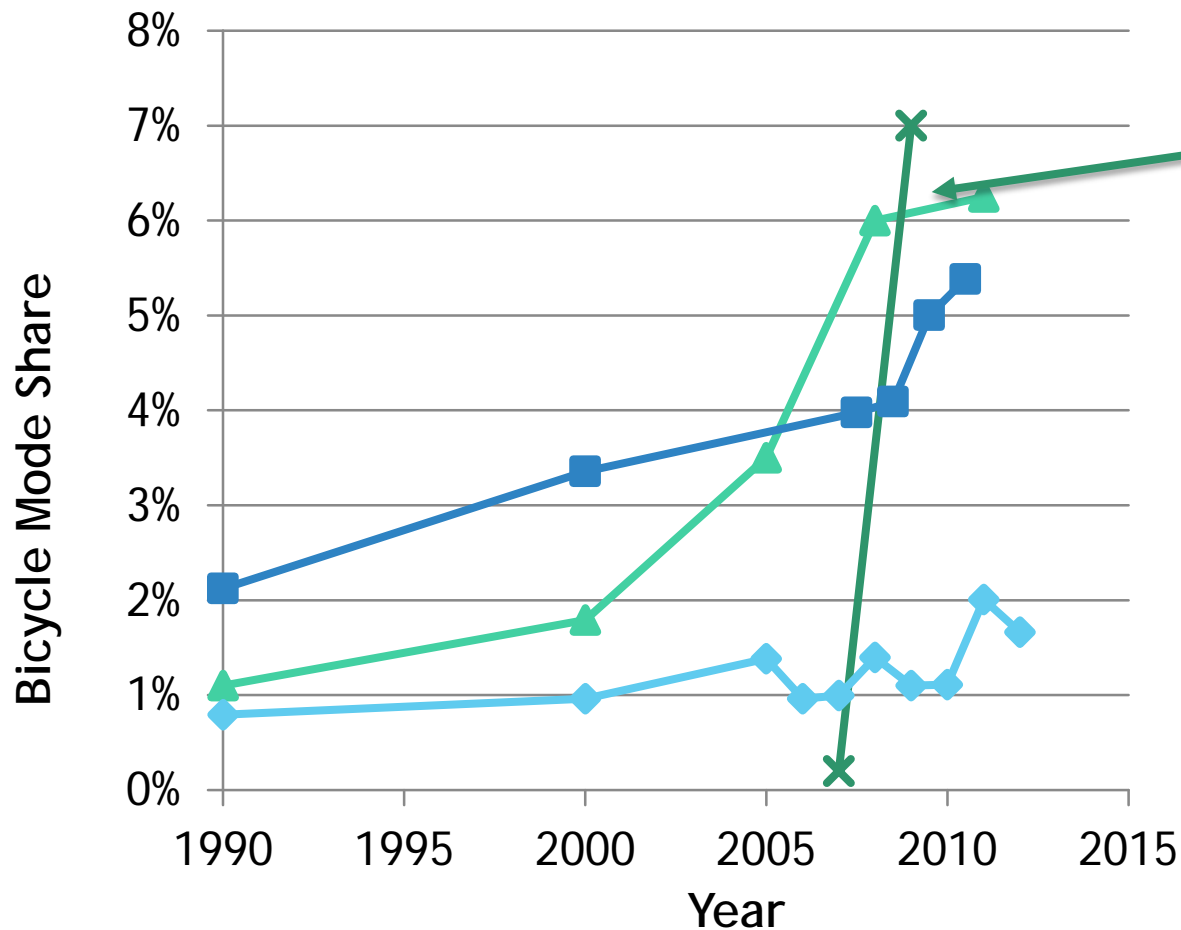




# Creating a Network:



# Rise of Cycling in Over Time in Portland, Seville, and Austin



Seville's incredible increase in bicycle mode share was as a result of an 87 mile network of protected bicycle facilities implemented over 3 years.

Austin has the opportunity to implement a similar network

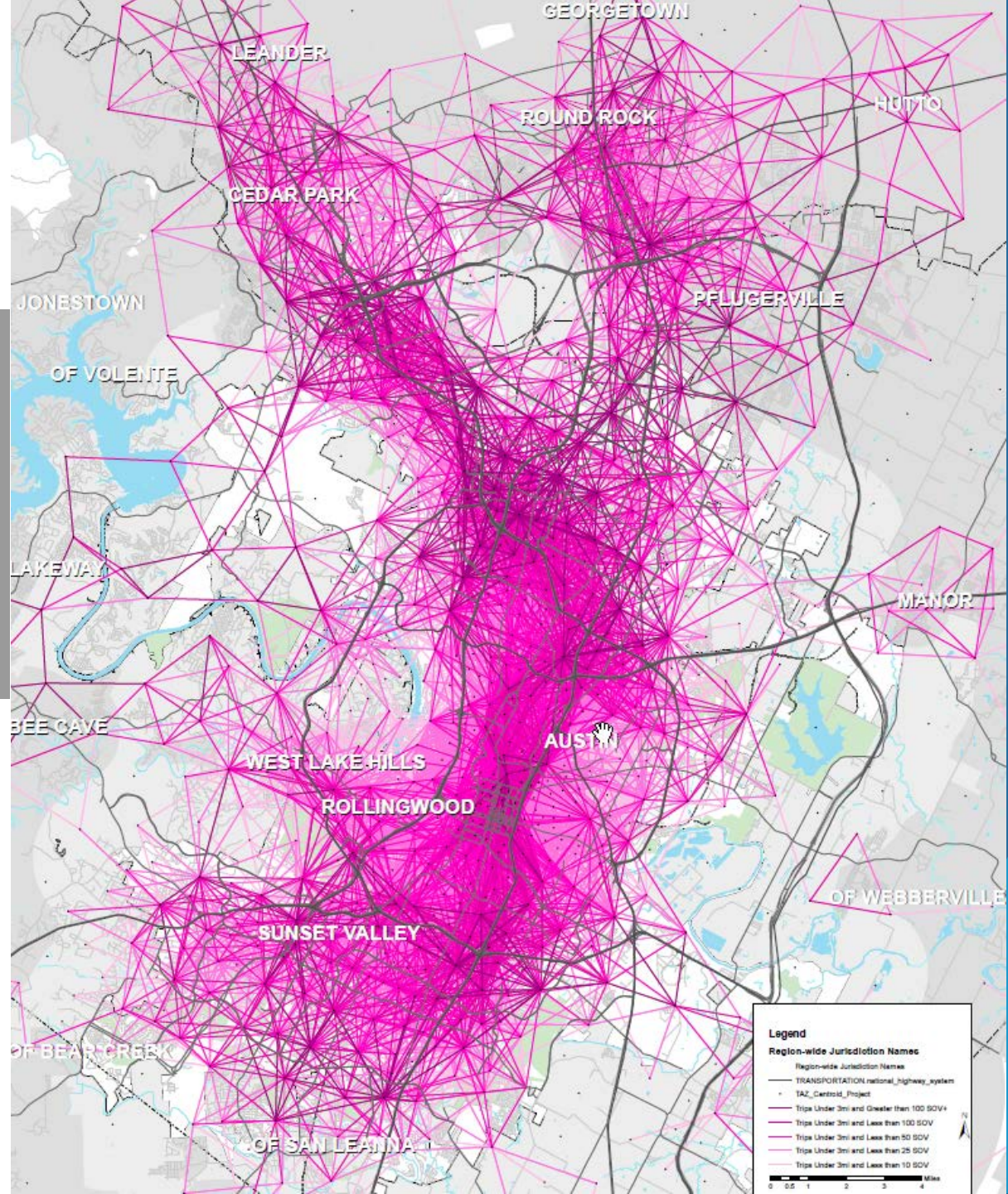
—▲— Portland, OR

—×— Seville, Spain



# Spider Diagram of Short Car-Trips (0-3 mile)

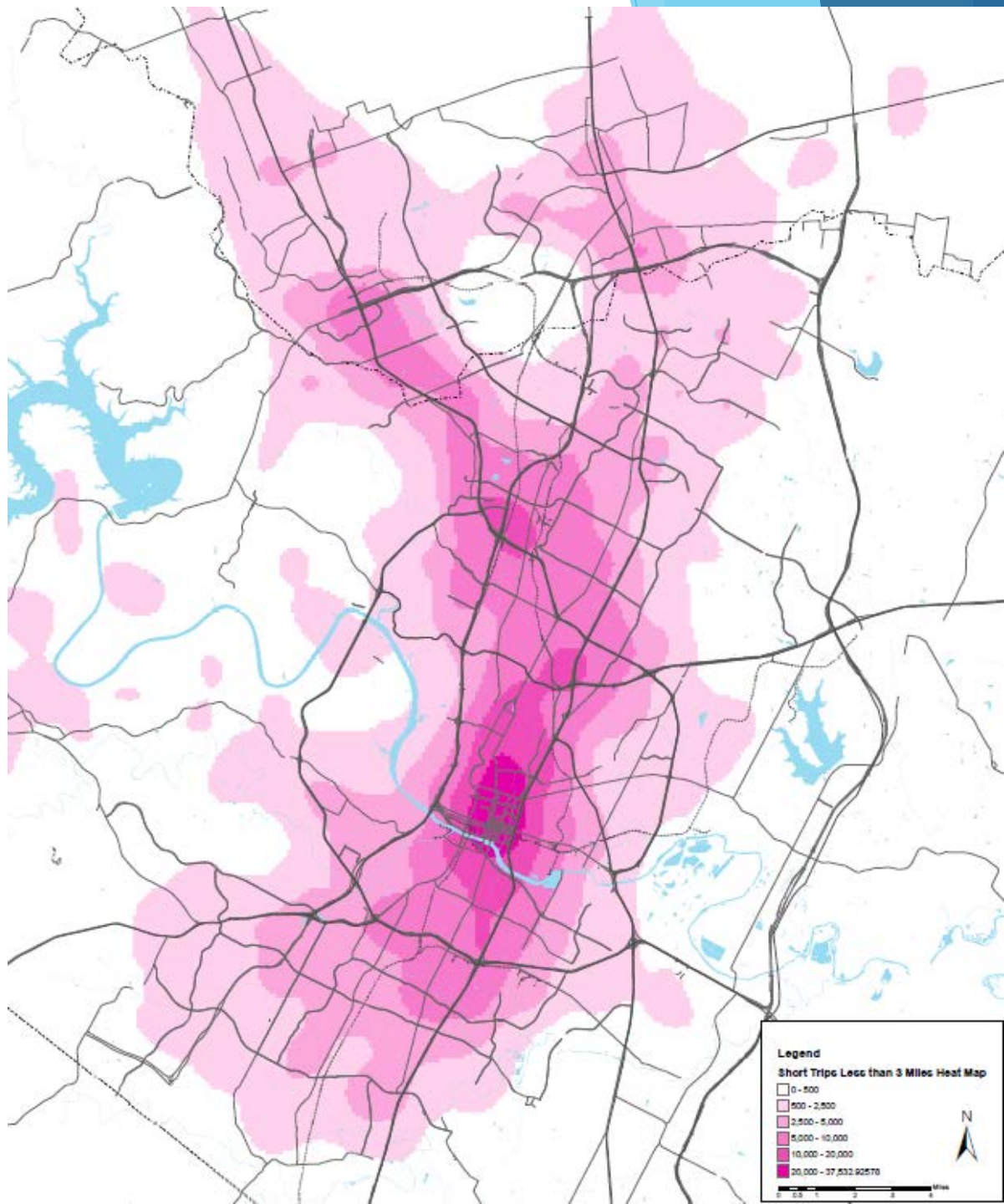
- The highest concentrations of short trips are in the central parts of the region
- Short trip patterns follow major freeways and related development patterns





# Heat Map of Short Car-Trips (0-3 mile)

- The highest concentrations of short trips are in the central parts of the region
- Short trip patterns follow major freeways and related development patterns



Short-  
ons at  
Station

**2 Mile Bicycling Radius  
16x Larger Land Area**

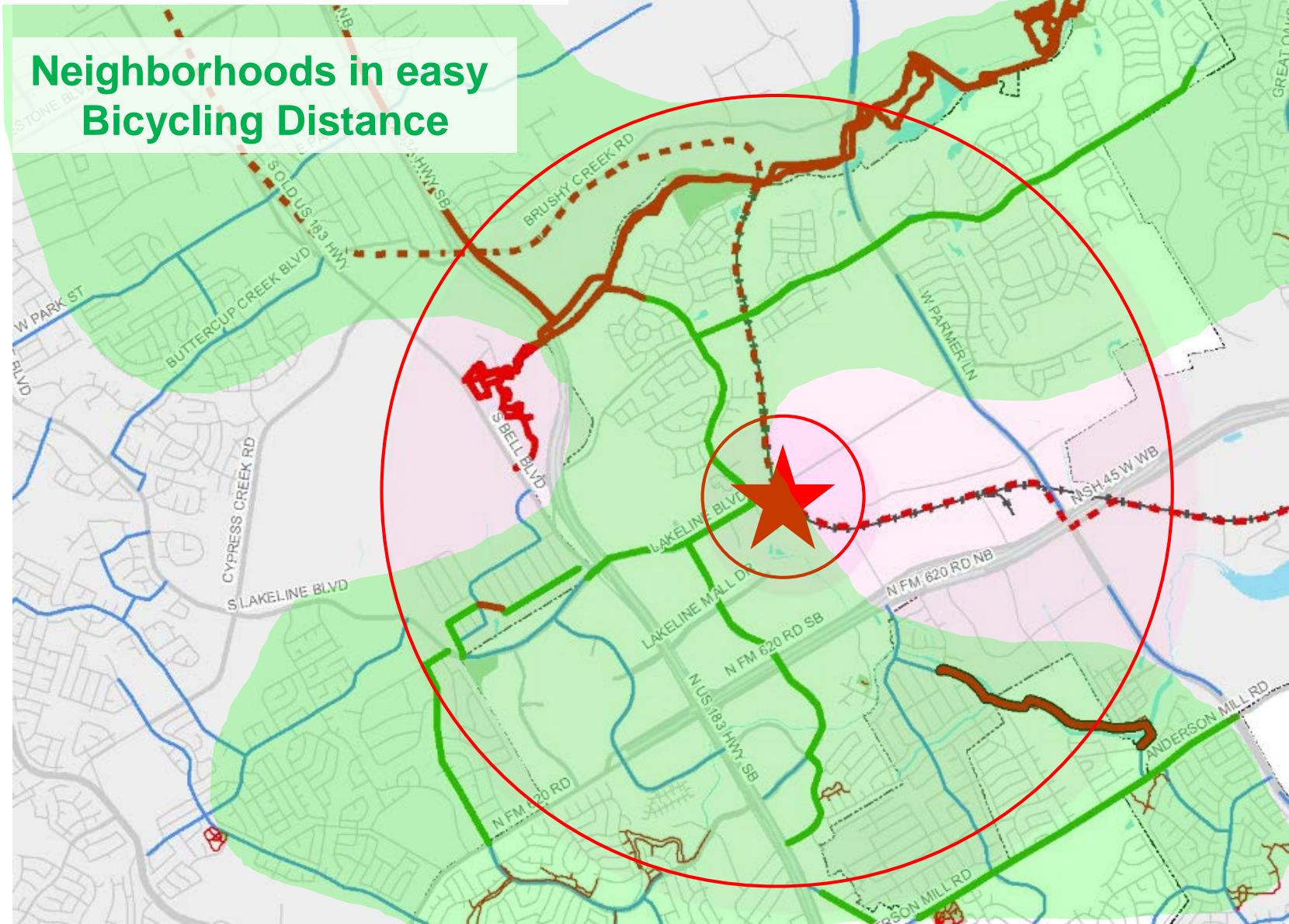
The map displays the Lakeline area with a large red circle representing a 2-mile bicycling radius. A red star marks the station location at the center of this radius. The map includes various roads such as N 183rd Hwy, E Park St, Buttercup Creek Blvd, S Lakeline Blvd, Lakeline Mall Dr, N FM 620 Rd, and Anderson Mill Rd. A green line indicates a route or boundary within the radius. The text '2 Mile Bicycling Radius 16x Larger Land Area' is overlaid on the map, highlighting the extensive area covered by the radius compared to the station's immediate vicinity.

## 2 Mile Bicycling Radius 16x Larger Land Area



# Proposed Short-term Connections at Lakeline Station

**Neighborhoods in easy  
Bicycling Distance**



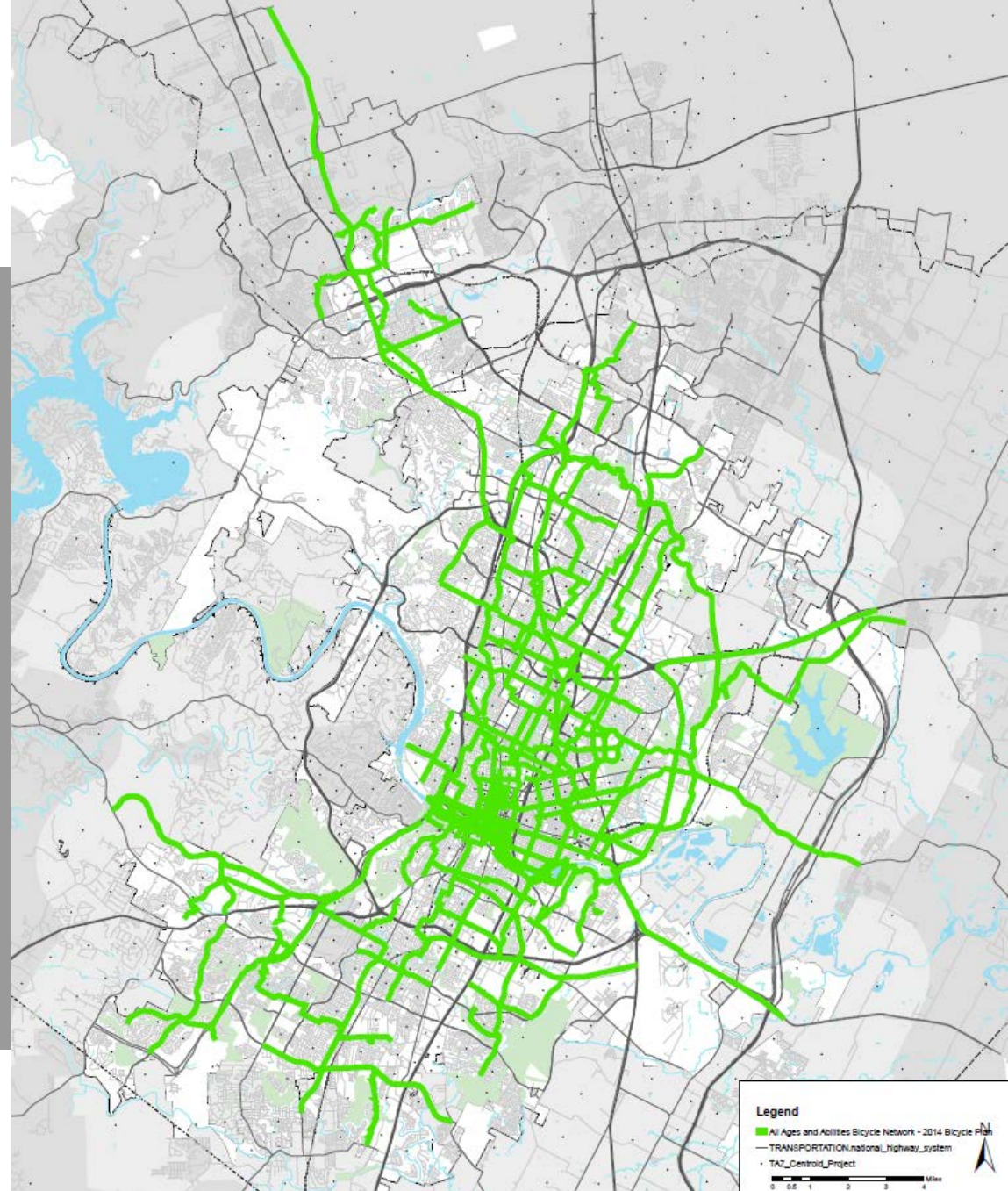


# Draft Short-term All Ages and Abilities Bicycle Network Central Austin

## Focus on where short trips exist

- The central city
- To major transit stations
- Key feeder routes to the central city
- To schools and to and along parks
- Supporting Imagine Austin Centers

\*Short Term defined as potential implementation within 5 years



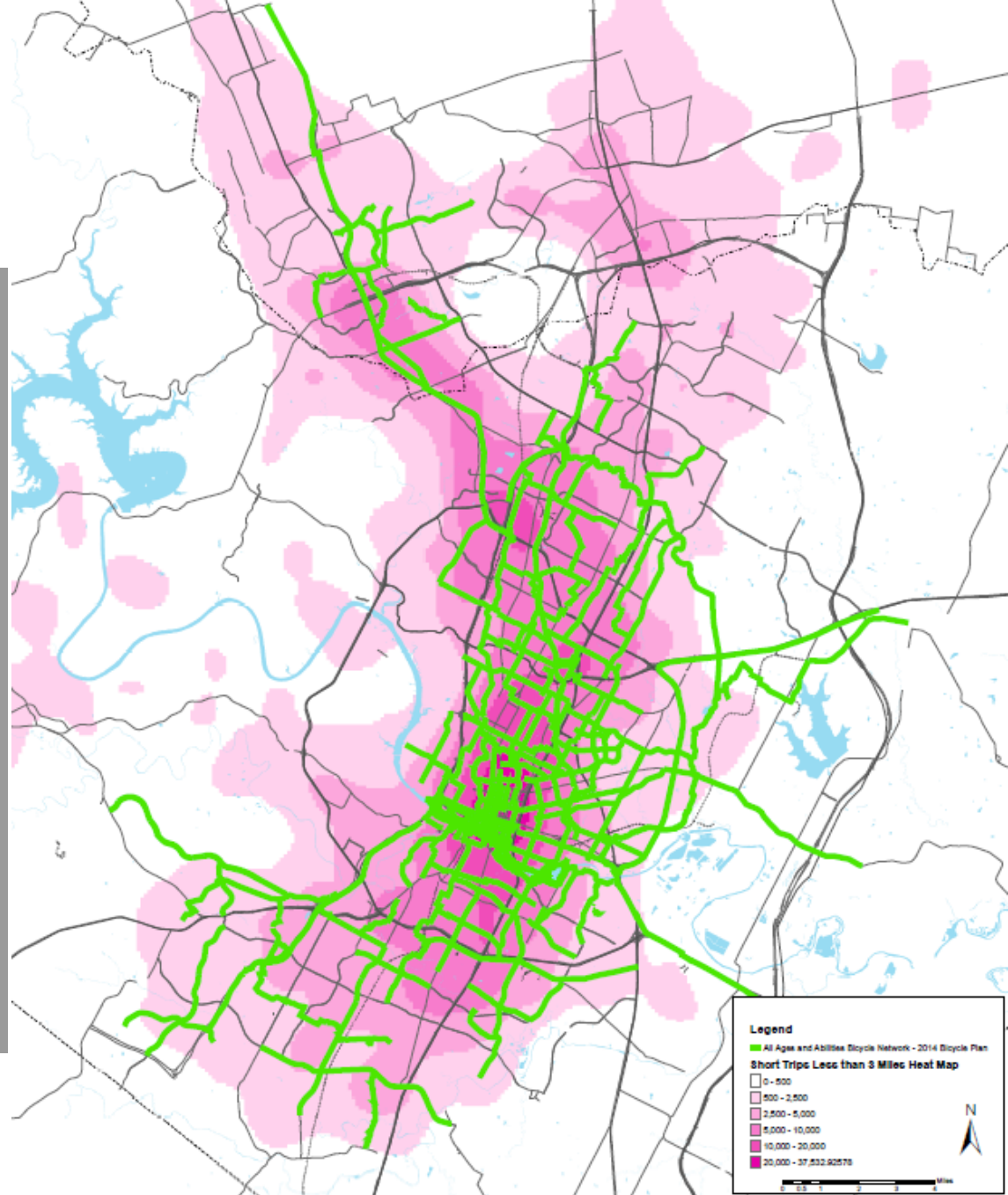
# Draft Short-term All Ages and Abilities Bicycle Network

## Central Austin

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# Benefits of Short Term Network Significant Mobility Improvements

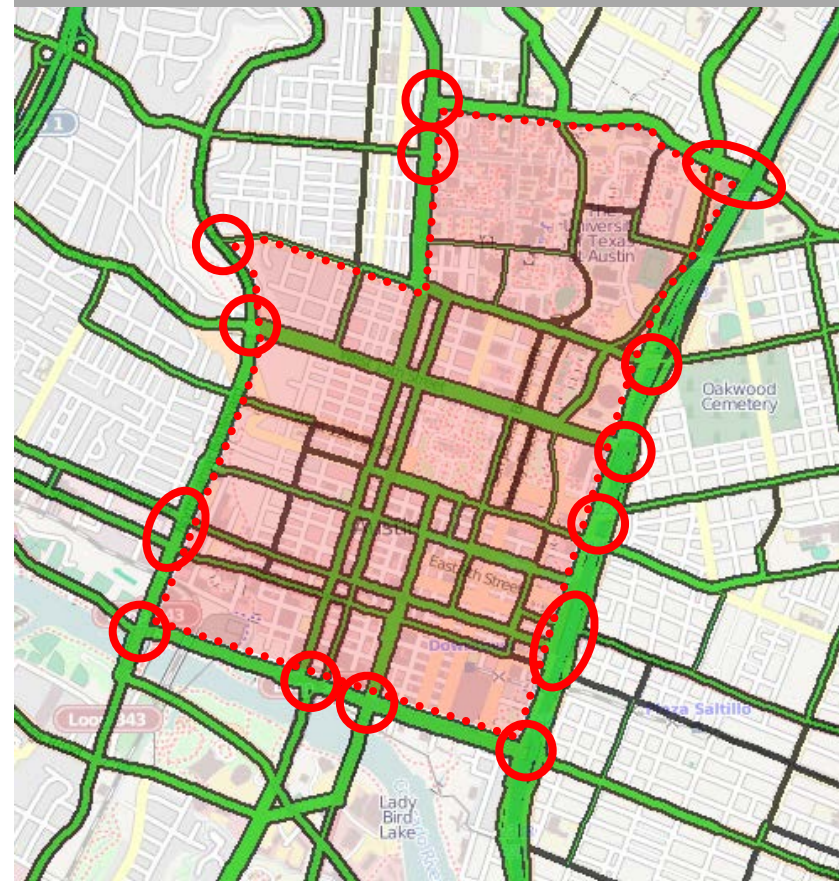
***Our Analysis Shows  
Of the 300k passenger vehicle trips that  
enter the “Ring of Congestion” Daily***

***36% are less than 3 miles***

***If only 15% of these trips 0-3 miles  
and 7% of trips 3-9 miles  
are converted to bicycle trips***

***There would be a total reduction of  
7% all motor vehicle trips  
to the Ring of Congestion***

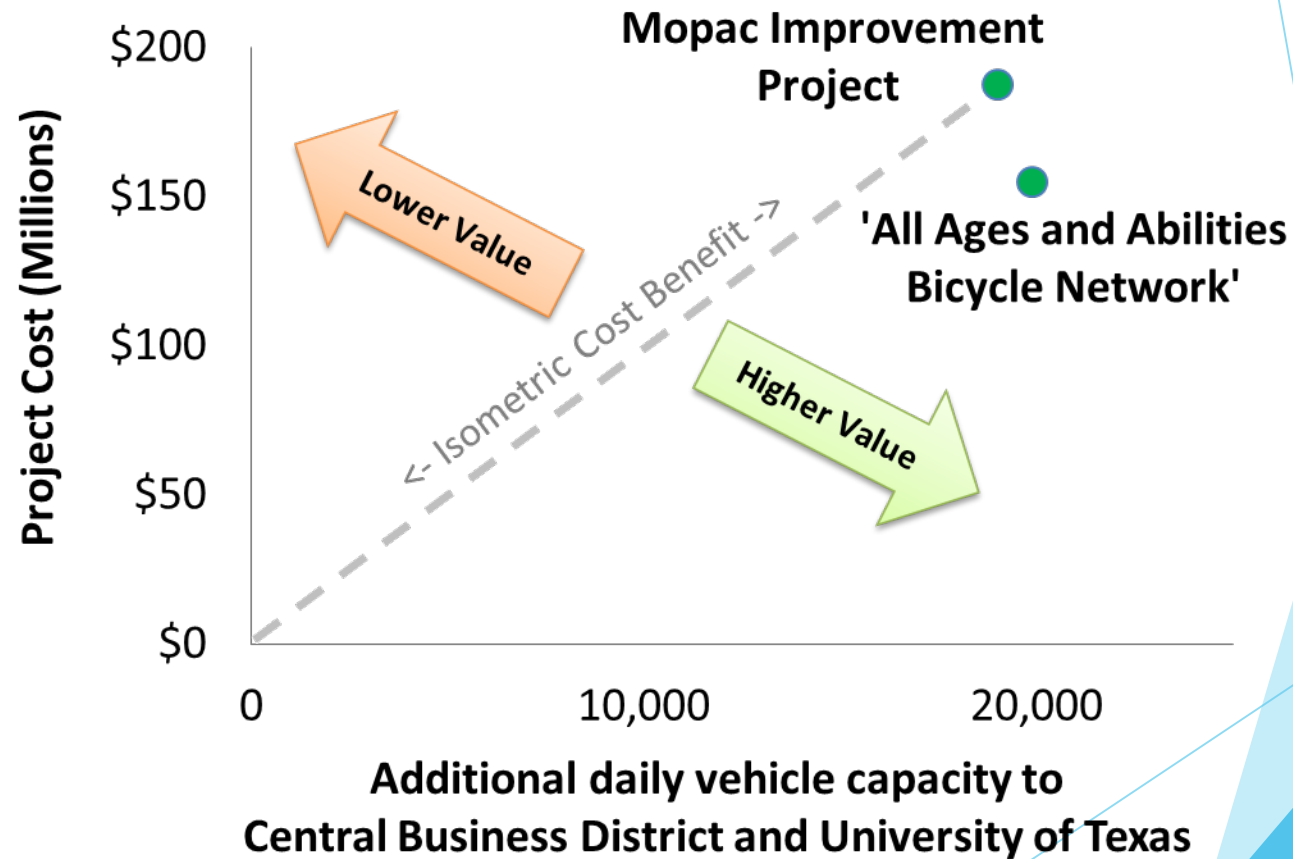
The “Ring of Congestion”





# Cost Benefit to Regional Mobility

## Mobility Cost / Benefit



The Bicycle Master Plan strategy is designed to bring benefit to mobility, affordability and public health in Austin.



170,000 fewer daily trips



460,000 reduction in vehicle miles traveled



\$170 million saved in direct driving costs annually



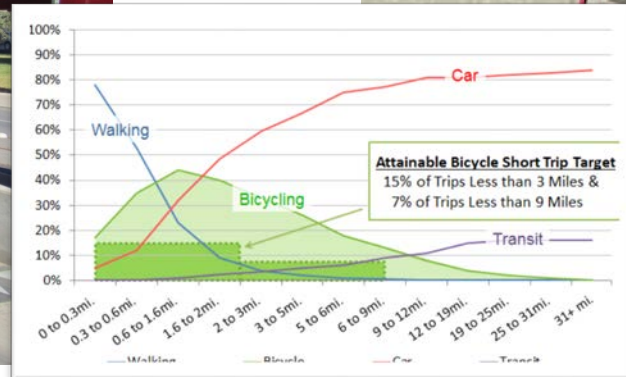
15% of Austinites meet daily physical activity



Reduced congestion on I35

# City of Austin Bicycle Strategy

- ▶ Capture short trips to reduce congestion
- ▶ Strategic investment in protected facilities
- ▶ Build a comprehensive and connected all ages and abilities network
- ▶ Feed transit - first and last mile(s) - short trips to transit





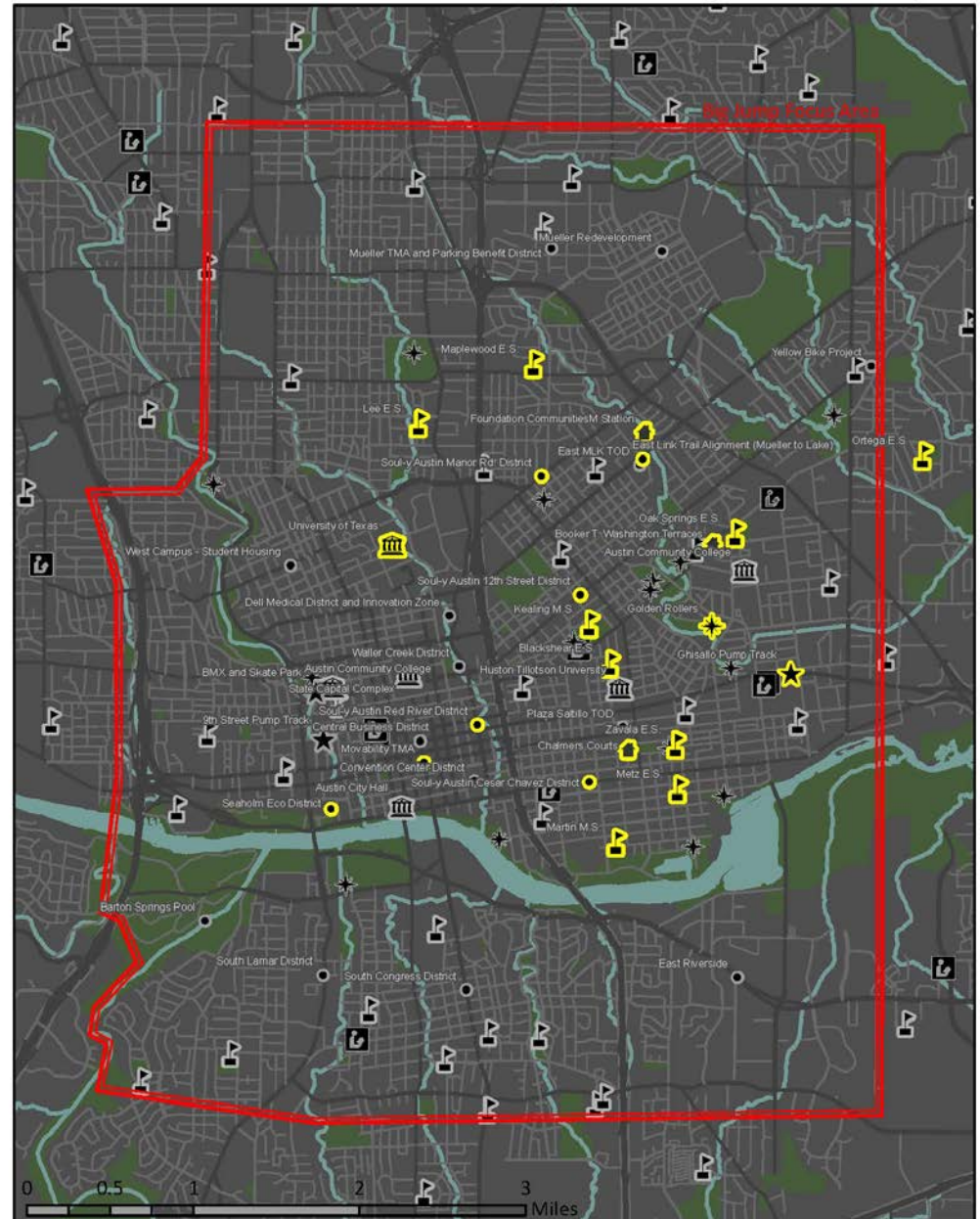
# The Big Jump Focus Area

# Key Community Assets

- Yellow icons are partners in the Big Jump initiative



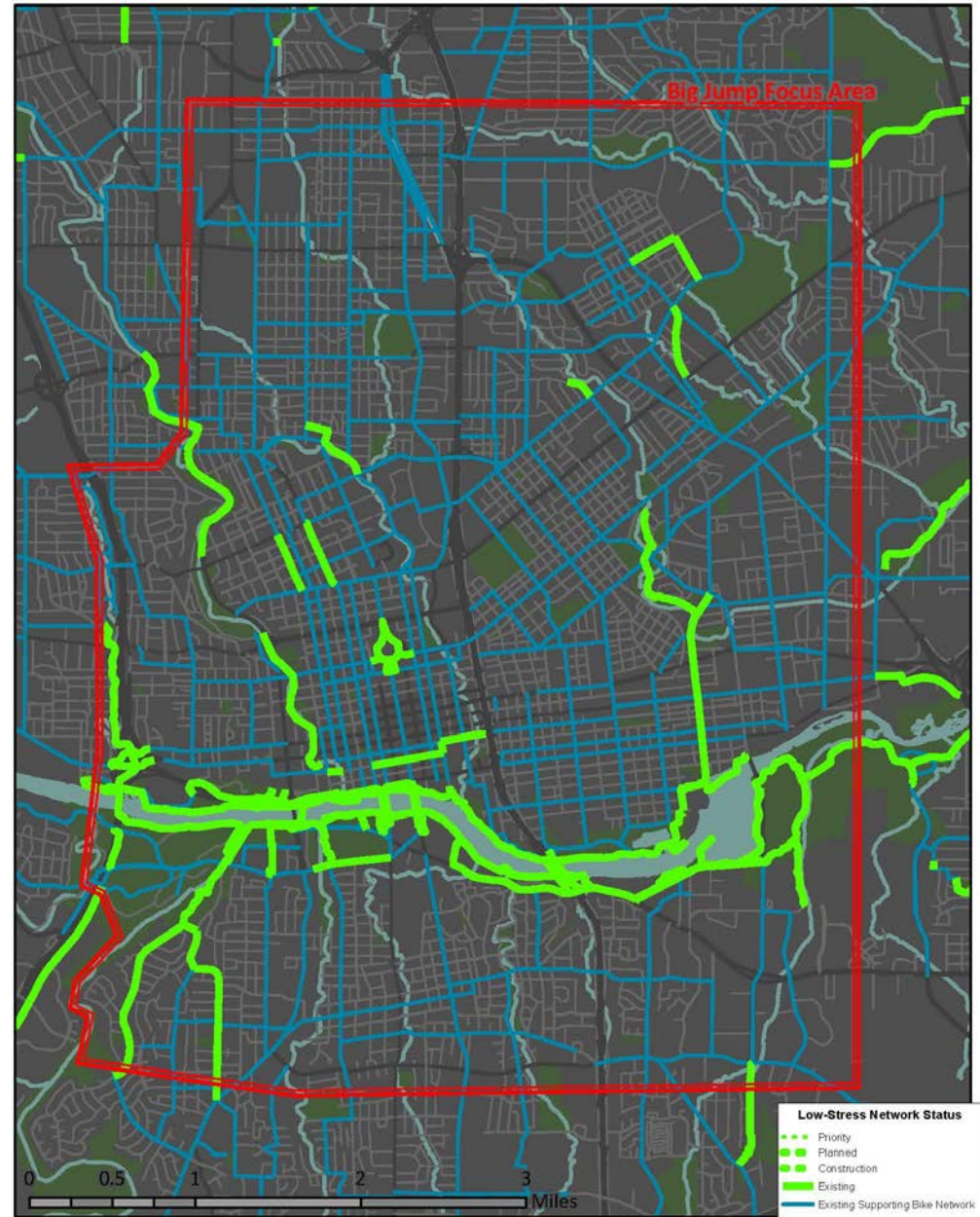
## Key Community Assets - Austin, TX



# Existing Low Stress Network



## Existing Low Stress Network - Austin, TX

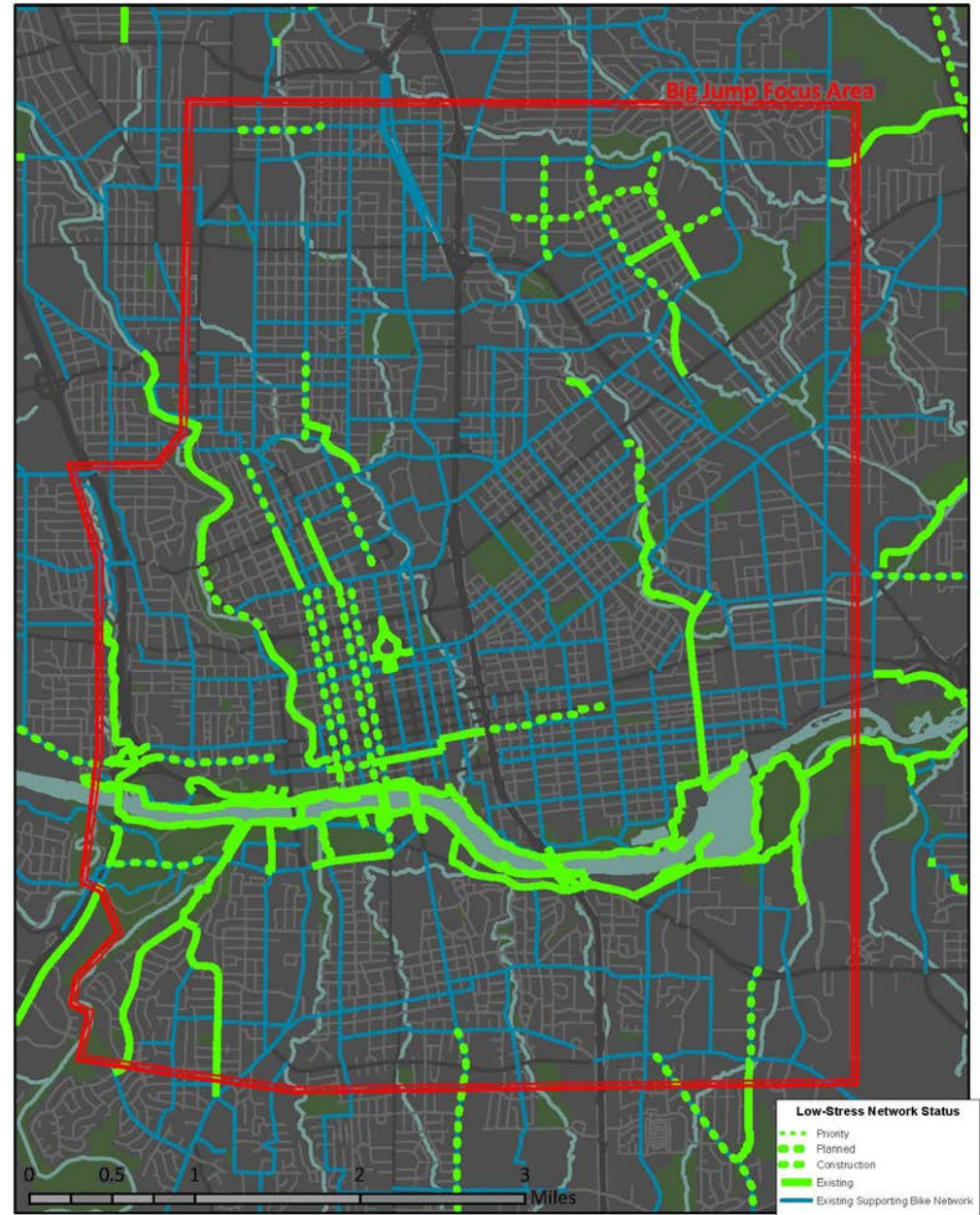




# Planned Low Stress Network



## Planned Low Stress Network - Austin, TX

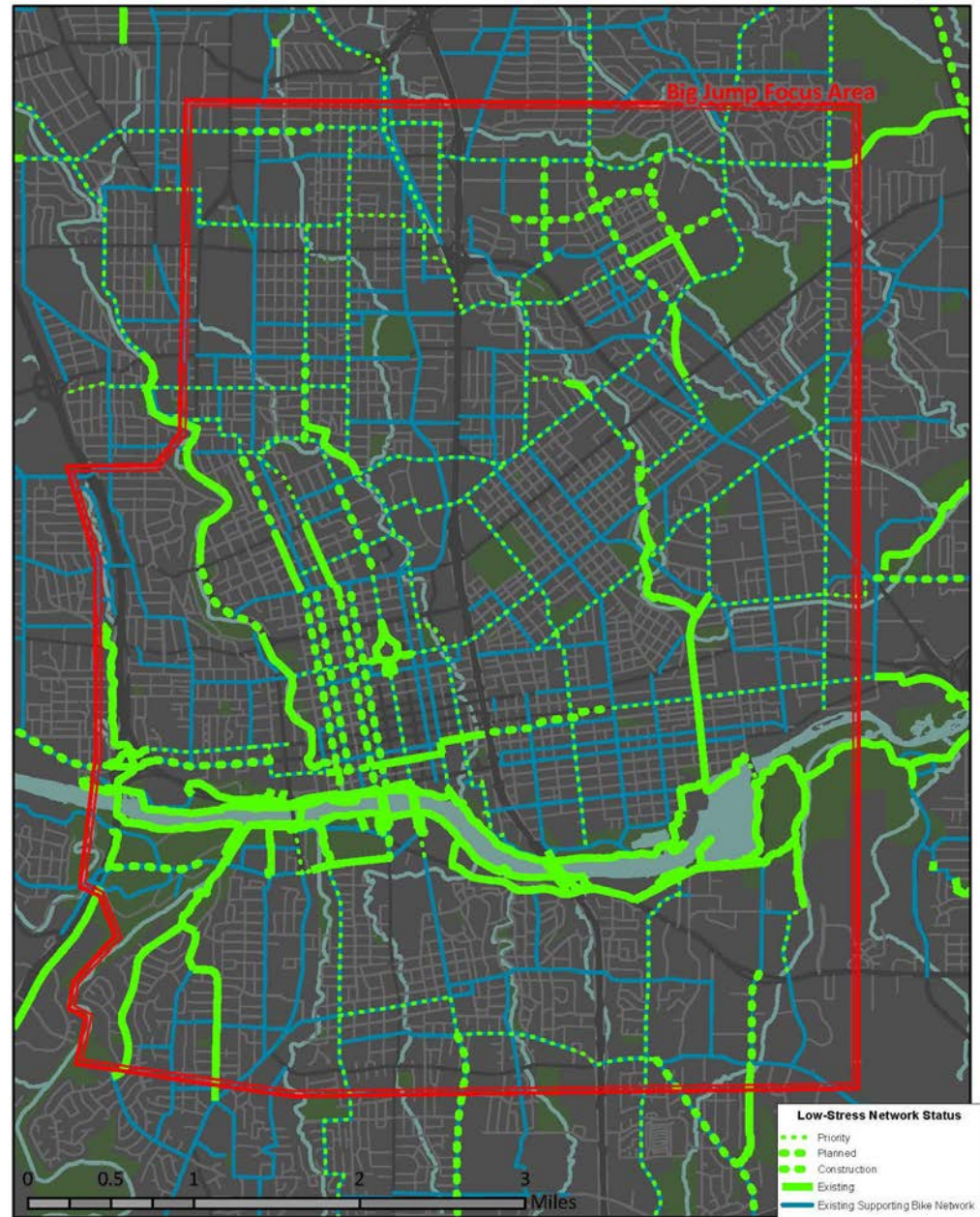


# Priority Low Stress Network

\*All projects will undergo feasibility analysis, coordination and/or public process prior to installation or construction.



## Priority Low Stress Network - Austin, TX



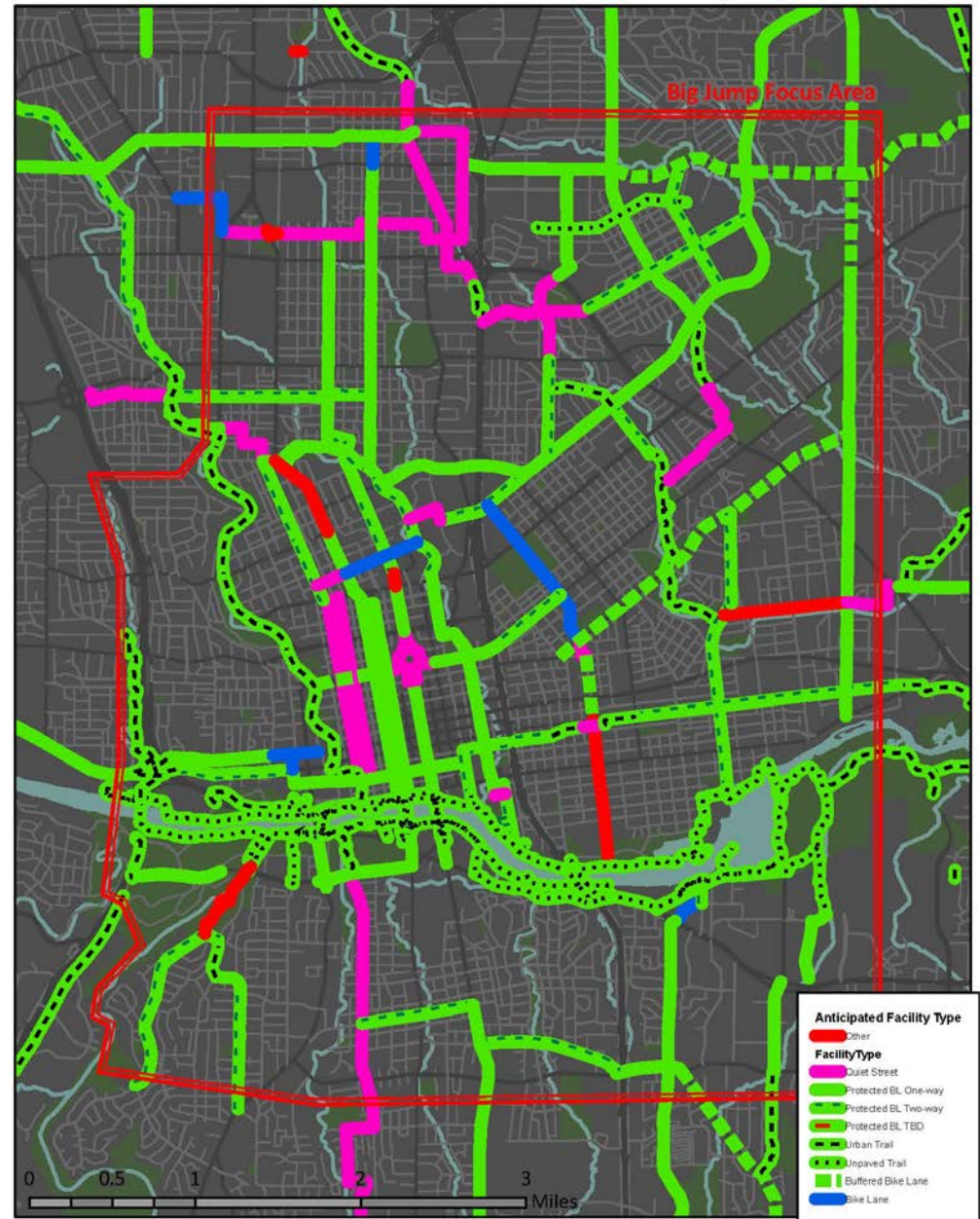


# Low Stress Network – By Facility Type

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## Low Stress Network by Facility Type - Austin, TX





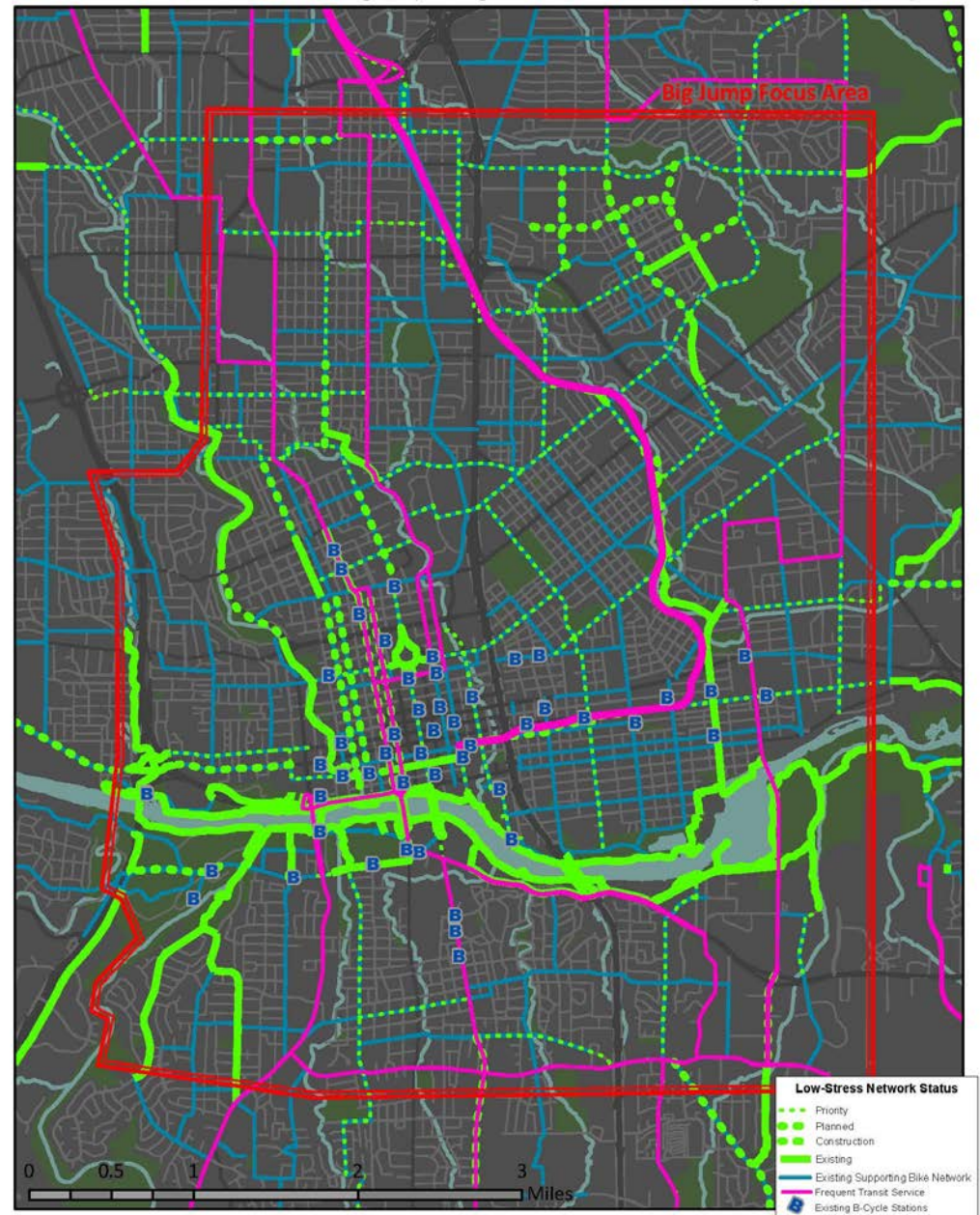
# Public Transport, Frequent Transit & B-Cycle

- Frequent Transit Service
- B-Cycle Station

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## Public Transport, Frequent Transit and B-Cycle - Austin, TX



# Population Density

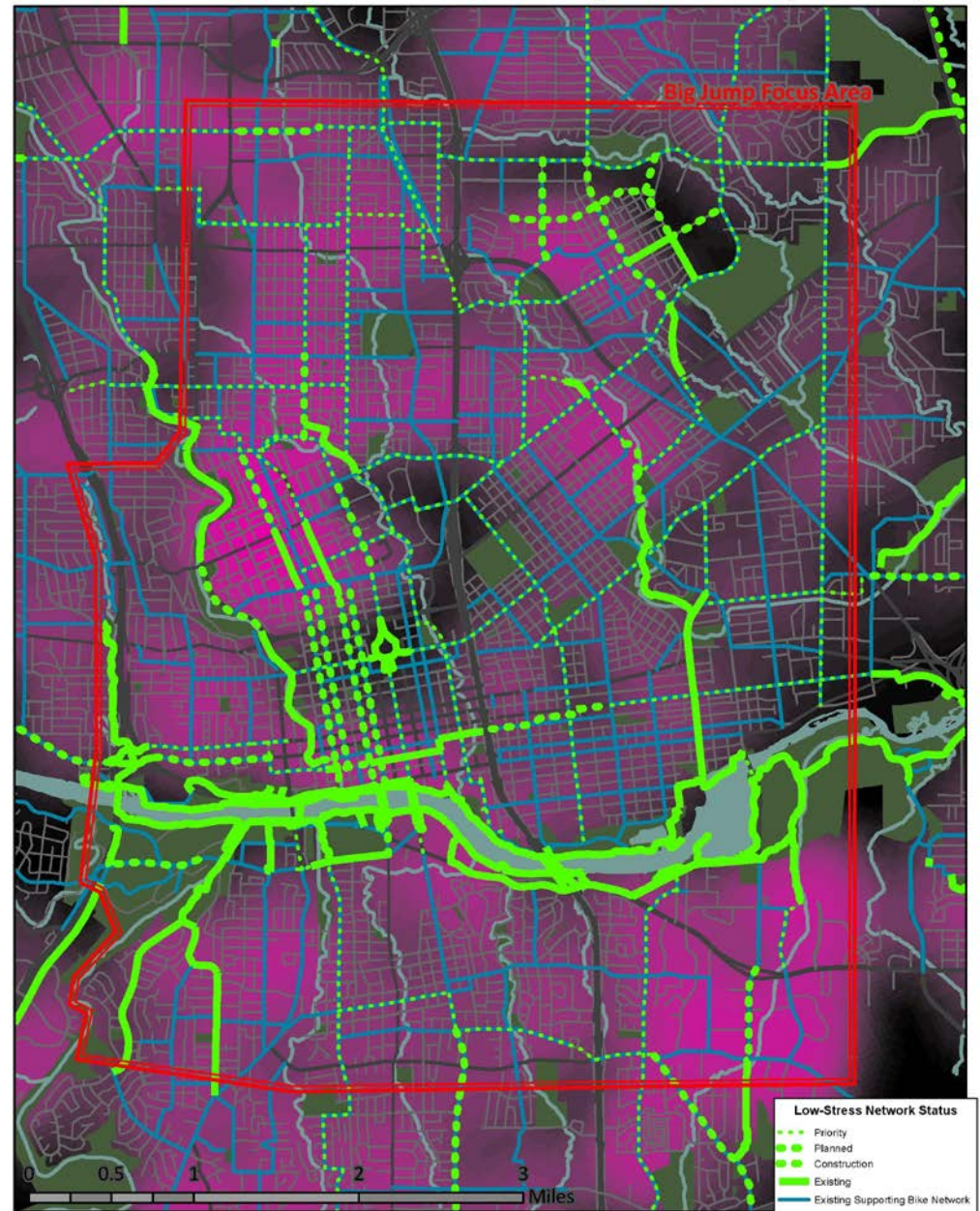
## Hot Spots:

- West Campus
- Central North
- Central South East

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## Population Density - Austin, TX

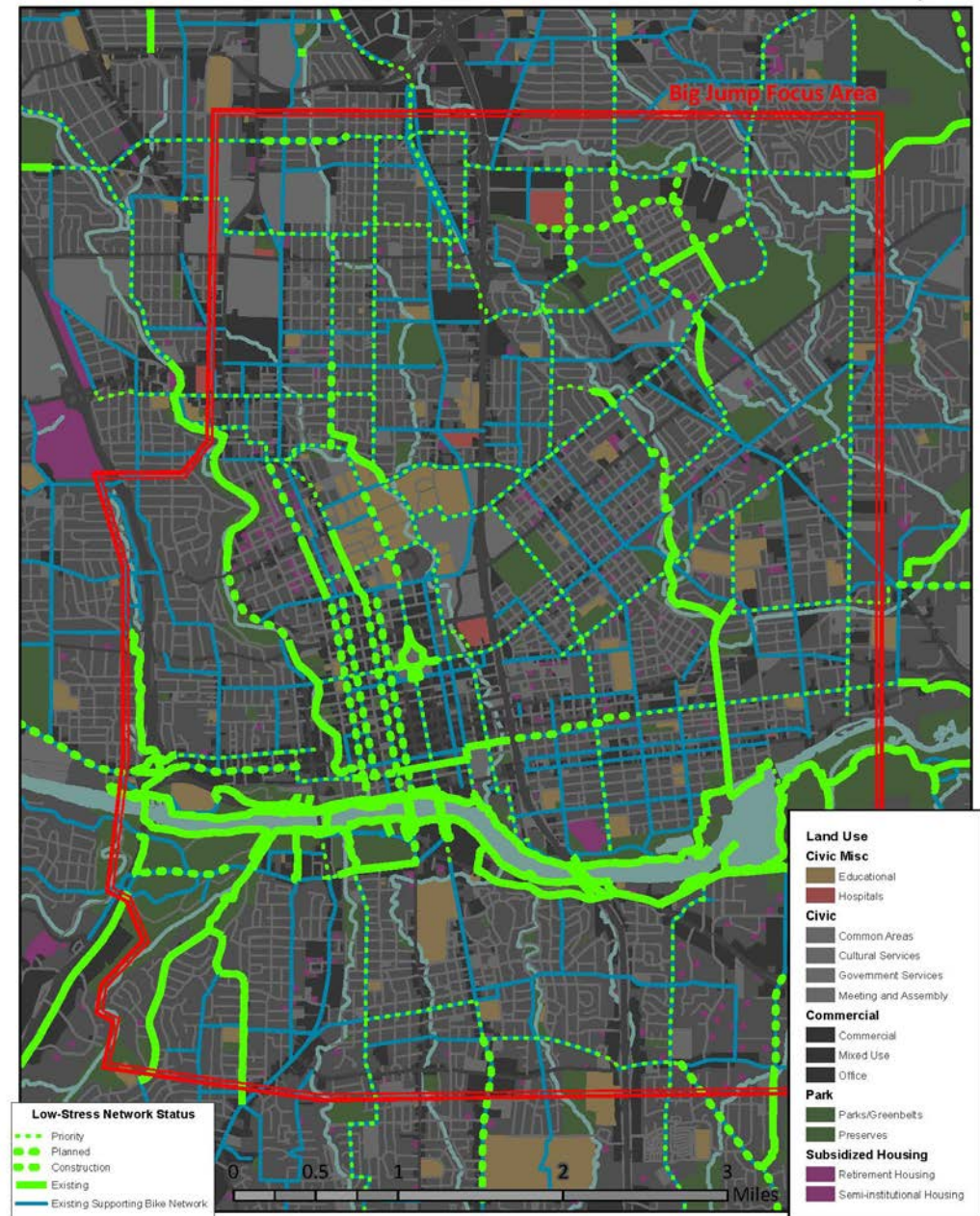




# Land Use

- Education
- Hospitals
- Commercial
- Retirement & Student Housing
- Parks

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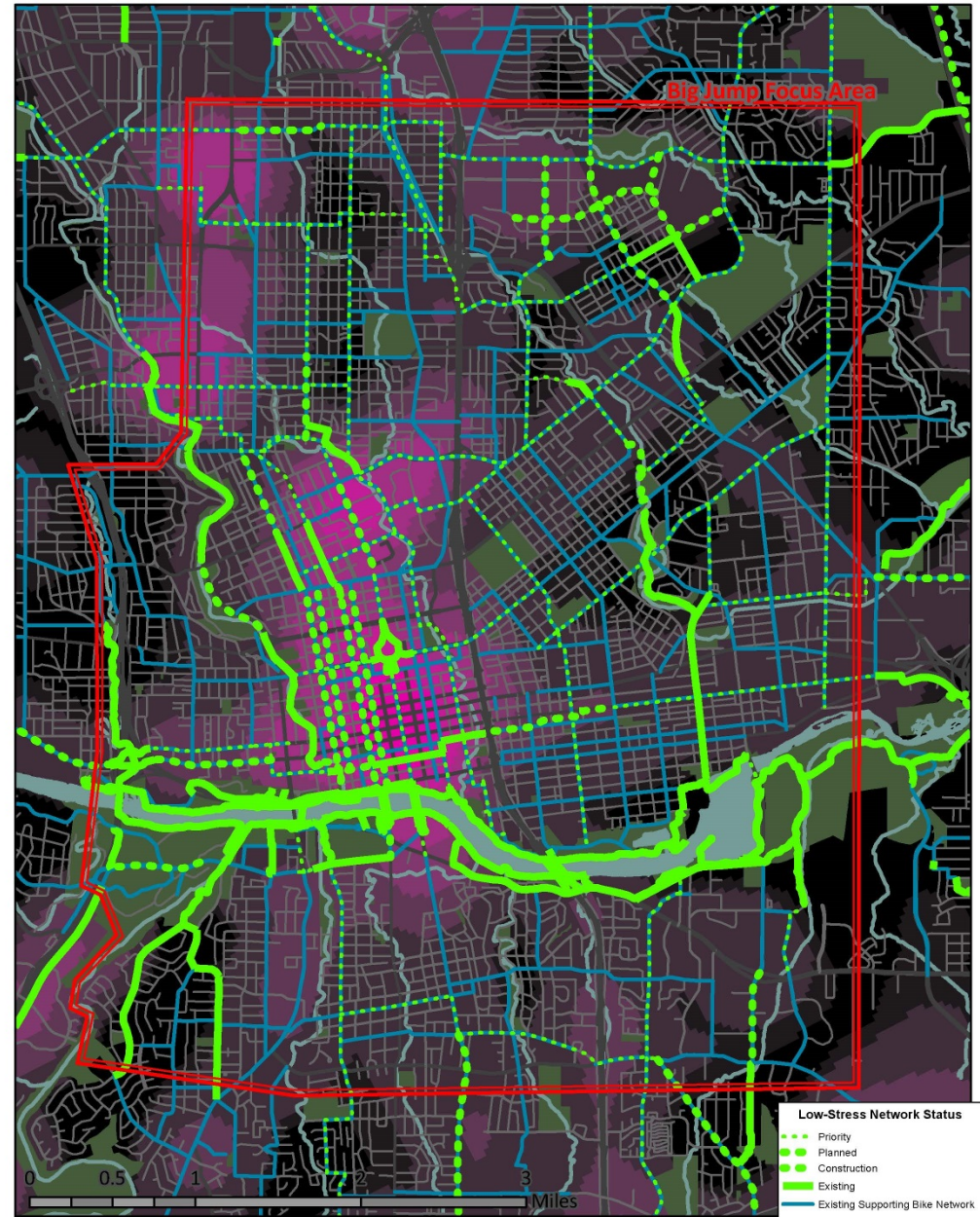


# Employee Density

## Hot Spots:

- UT
- Medical Complexes
- Downtown
- Diffuse through Mueller, Central East & South of the river

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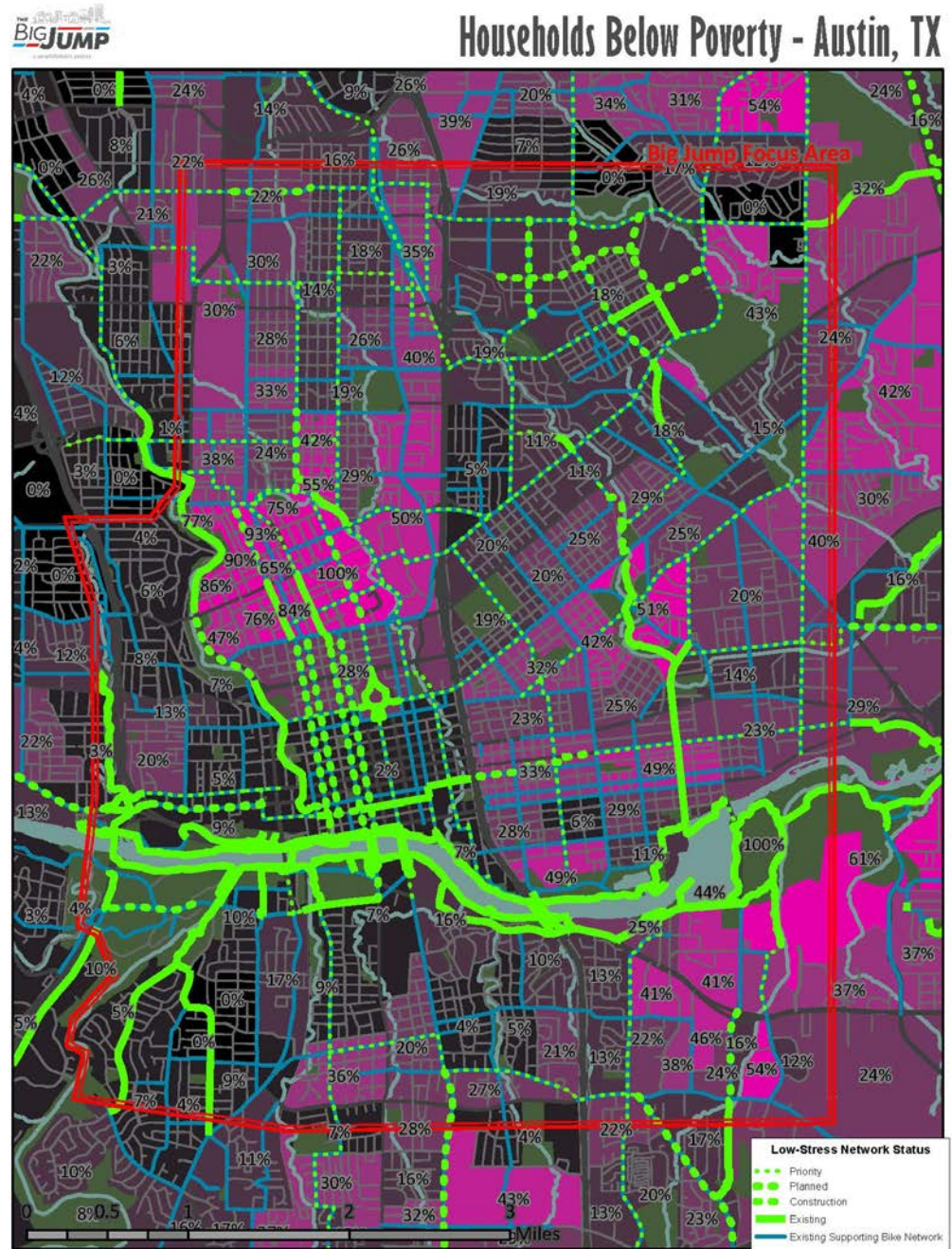




# Households Below Poverty

- Central South East
- Central East
- North and East of UT

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# Zero Car Households

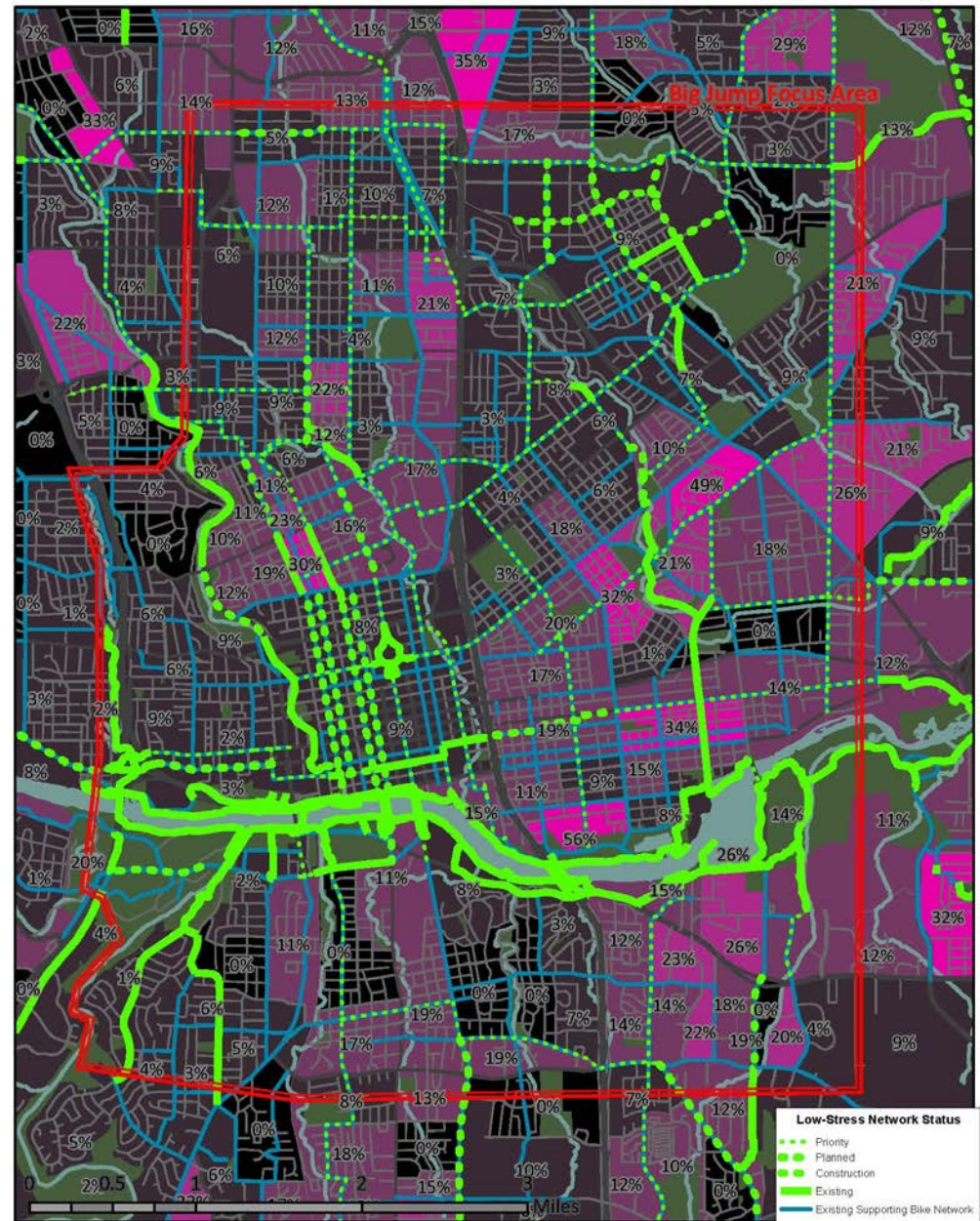
## Hot Spots:

- Some areas as high as 34-49% up to 56%
- Low to mid teens around UT
- 20 percent range in Central South & South East

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## Zero Car Households - Austin, TX



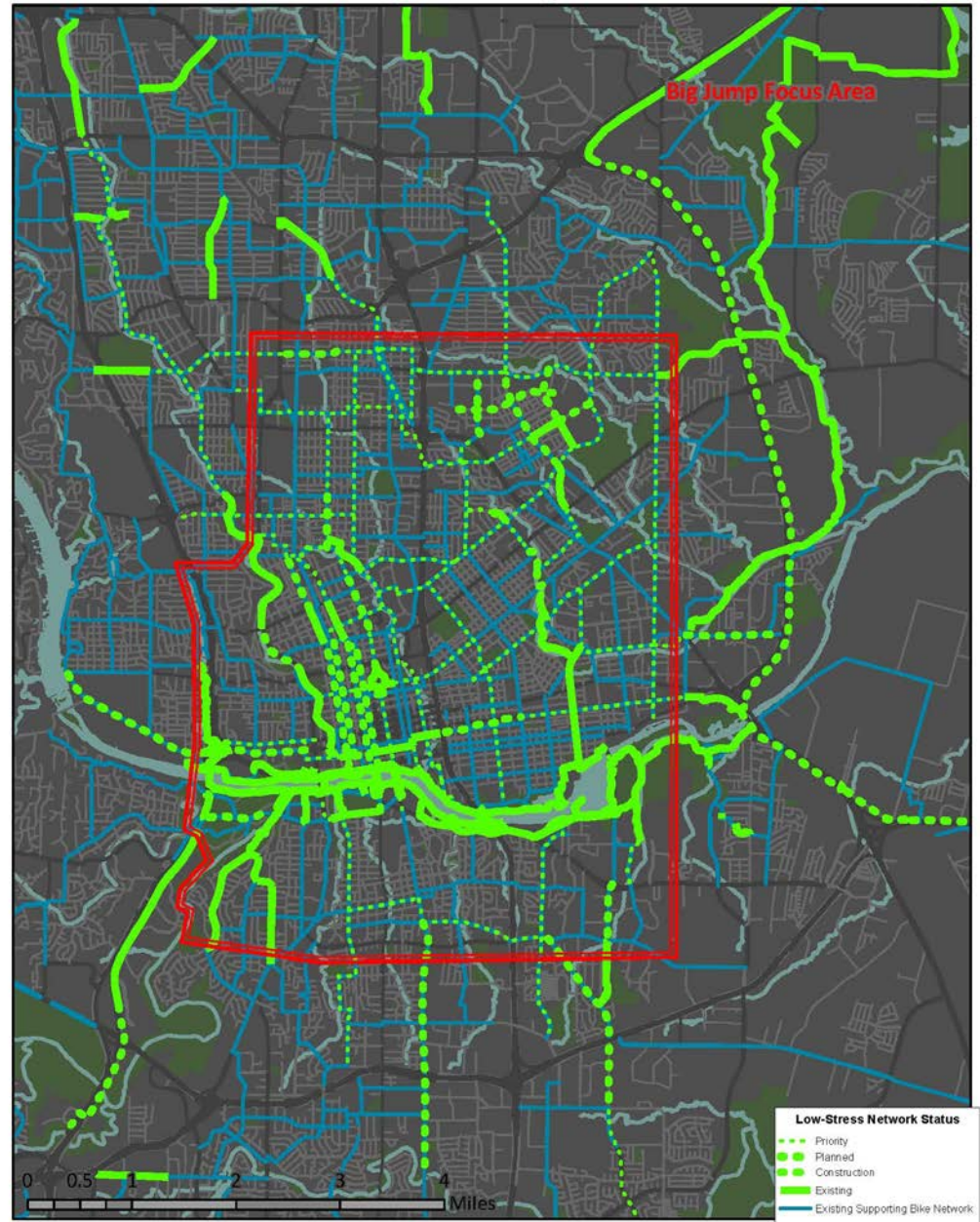


# Central City Low Stress Feeders

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## Status of Central City Low Stress Feeders - Austin, TX



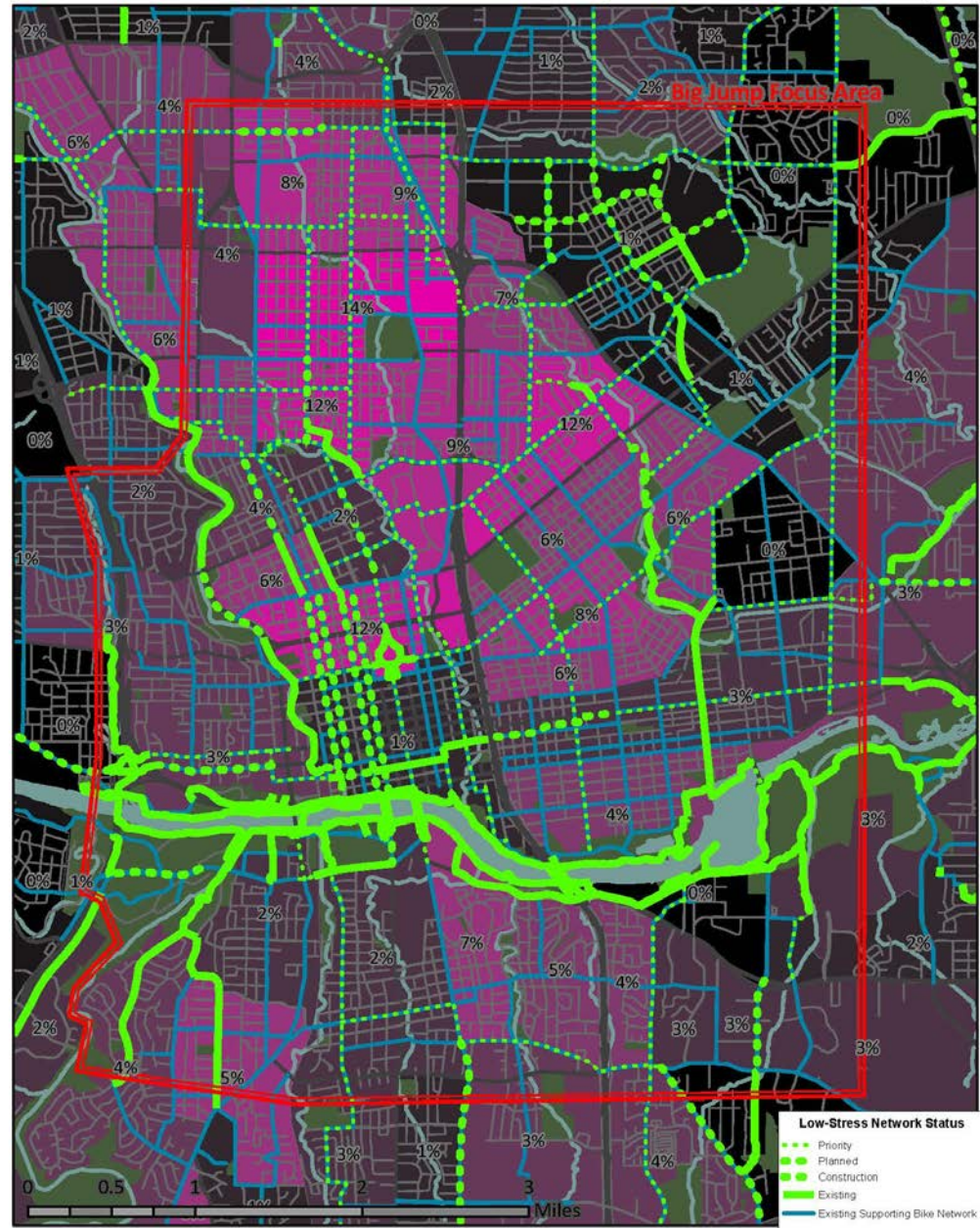


# Bicycle Mode Share

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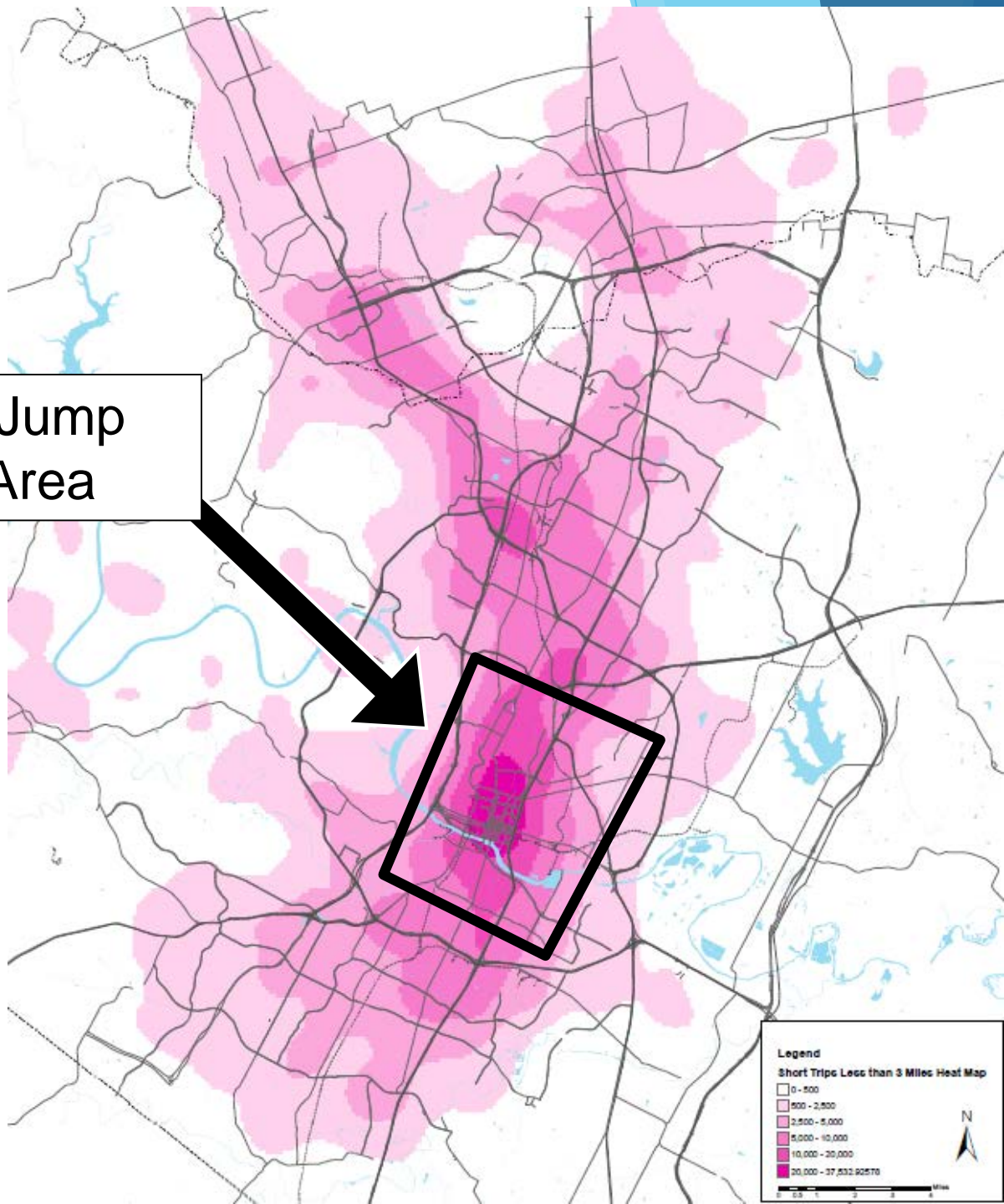
## Bicycle Mode Share - Austin, TX



# Heat Map Diagram of Short Car-Trips (0-3 mile)

The Big Jump  
Focus Area

- The Big Jump Focus Area has the highest concentrations of short trips in Austin





# The Big Jump Encouragement & Education Component

- ▶ A series of campaigns, developed with community stakeholders, will be developed to boost ridership.



# The Big Jump Encouragement & Education Component

- ▶ Where feasible and strategic, existing campaigns related to transportation demand management, safety and other initiatives will dovetail with Big Jump campaigns.







# City of Austin Bicycle Planning Strategy and The Big Jump Initiative

Austin Transportation Department

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