PART 2 Focused on Performance Plan Vision, Goals and Objectives

The Beyond Platinum plan establishes goals, objectives, and means of verification to monitor the progress of plan implementation progress. This plan presents a framework to advance cycling through 2020.

**VISION**

Davis will become a world-class bicycling city where a majority of people of all ages and abilities choose bicycling as their primary mode of transportation for everyday trips.

To help make this vision a reality, the Beyond Platinum plan develops the framework to achieve a 30% bicycle mode share of all trips taken by 2020.

The four goals represent a comprehensive approach to advance cycling in Davis. The center of the diagram represents a livable, healthy, and sustainable community.
GOAL 1: Davis will develop and maintain a community of safe, confident, and comfortable cyclists.

Through training, marketing, and organizational strategies, the City will provide bicycle safety education outreach to the following groups: K-12 students, college students, families, and senior citizens.

PERFORMANCE OBJECTIVE 1:
• Decrease the number of reported bicycle crashes by 30% by 2017 and 50% by 2020

Evaluation Method:
• Biannual bicycle crash analysis reports to determine progress in decreasing annual crashes

PERFORMANCE OBJECTIVE 2:
• Increase expressed riding comfort, confidence and improved appropriate cycling behavior by 25% by 2017 and 40% by 2020

Evaluation Method:
• Population-based survey and sentinel site observation of behavior

GOAL 2: Davis will offer a complete, seamless, and integrated bikeway network on and off street that is accessible to and comfortable for people of all ages and abilities.

This goal consists of improvements to the bikeway network utilizing contemporary street design techniques to improve comfort levels for cyclists while reducing potential conflicts between cyclists, motorists and pedestrians by: buffering bike lanes on busy streets, installing bicycle path and citywide wayfinding signage, maintaining existing bike paths in good repair, and improving safety where bicycle paths intersect with streets without traffic control devices.

PERFORMANCE OBJECTIVE 1:
• Implement 80% of identified improvements as noted in Part 4: Designing Bikeways for All Ages and Abilities by 2020

Evaluation Method:
• Biannual progress reports to the Bicycle Advisory Commission and City Council highlighting progress on infrastructure improvements

PERFORMANCE OBJECTIVE 2:
• Apply best practices in complete streets design techniques to equitably allocate road space to all users
• Integrate innovative designs into the City’s ongoing street pavement maintenance program

Evaluation Method:
• Biannual progress reports to the Bicycle Advisory Commission and City Council highlighting progress on infrastructure improvements

Refer to Complete Streets section of the Transportation Element, pp. 47
**GOAL 3:** Davis will integrate cycling with transit options both locally and regionally.

The first and last mile of a trip characterizes the black hole of bicycle commuting: the first and final legs of a journey that discourage people from using public transit. This goal includes installing bicycle facilities at transit stations, such as secure bicycle storage, bike share, bike rentals, and bike commute incentives.

**PERFORMANCE OBJECTIVE:**
- Increase the number of regional commuters utilizing a combination of bicycling and transit options by 30% by 2020

**Evaluation Methods:**
- Commuter surveys asking about multi-modal trips
- Facility usage rates and transit sales records
- Bicycle counts at train station

**GOAL 4:** Davis will obtain Diamond Level Bicycle Friendly Community designation from the League of American Bicyclists.

The League of American Bicyclists' new diamond level designation establishes a set of objectives to which platinum level cities can aspire. Their objectives outline minimum requirements in terms of rates of bicycle trips to work and school, overall bicycle safety, percentage of cyclists who feel safe riding in the community, and quality of the bicycling network, programs, and policies.

**PERFORMANCE OBJECTIVE 1:**
- Increase bicycle trips to school, work, and for errands to 30% of all trips taken by 2020

**Evaluation Methods:**
- American Community Survey Transportation to Work mode share
- Monthly bike rack counts at all public schools
- Intercept surveys at shopping, dining, and other locations

**PERFORMANCE OBJECTIVE 2:**
- Attain a 50% public satisfaction rate by 2017 and an 80% public satisfaction rate by 2020 with respect to bicycle safety, facilities, parking, and community leadership

**Evaluation Method:**
- In conjunction with the League of American Bicyclists and UC Davis, administration of a statistically valid public satisfaction survey to the Davis community