

Goals, Objectives, and Strategies

This ATP outlines a plan of action to guide the City and its partners as they work to improve walking and bicycling in the Chico community.

The goals, objectives, and strategies included in the ATP reflect needs and priorities expressed by members of the community through public outreach activities, as well as City priorities and policies. These goals inform the selection and prioritization of projects, programs, and policies. Milestones set specific targets against which the City can measure success as they implement the recommendations in the ATP.

Goal 1: Encourage active transportation within Chico

OBJECTIVE

Increase the mode share of people walking to work from 4.1 percent to 6 percent by 2030 and to 12 percent by 2045 and that of people bicycling to work from 5.6 percent to 6 percent by 2030 and to 12 percent by 2045,¹³ in alignment with the Chico Climate Action Plan¹⁴ as well as the Caltrans 2020-24 Strategic Plan¹⁵, using operational strategies and incentives to reduce vehicle miles traveled by encouraging active transportation

STRATEGIES

- ◆ Expand bicycle safety education to be a routine part of education for students of all ages

- ◆ Encourage California State University, Chico to expand opportunities for safe bicycle access to and through the main campus area, building upon the success of the University's now-permanent Campus Bike Path running east-west along the north side of Big Chico Creek¹⁶

Goal 2: Strengthen Chico's cultural identity as a bicycle friendly city

OBJECTIVE

Improve from Gold to Platinum Bicycle Friendly Community status on the League of American Bicyclists Bicycle Friendly Communities list

STRATEGIES

- ◆ Look for opportunities to partner with local advocacy groups to host or sponsor one additional bicycle-friendly city or neighborhood event quarterly to bi-annually
- ◆ Install signs at all roadway entrances to the City that identify Chico as a bicycle friendly community and encourage safe driving

¹³ U.S. Census Bureau. "B08101: Means of Transportation to Work by Age." 2015-2020 American Community Survey. [4.1% Walked, 5.6% Bicycle+]

¹⁴ <https://chico.ca.us/post/climate-action-plan-update>

¹⁵ <https://dot.ca.gov/-/media/dot-media/programs/risk-strategic-management/documents/sp-2020-2p-web-a11y.pdf>

¹⁶ <https://www.csuchico.edu/sustainability/ride/bikes.shtml>





Bicycle Friendly Community sign, Lower Bidwell Park

Goal 3: Increase safety for people walking, bicycling, and rolling

OBJECTIVE

Reduce the percent of roadways and bikeways that are Level of Traffic Stress (LTS) 4 from 18.9 percent to 10 percent or less by 2035

STRATEGIES

- ◆ Align City roadway planning and implementation priorities with the recommendations outlined in this plan
- ◆ For newly developed active transportation facilities, ensure the City follows bicycle facility selection criteria that increase separation and protection of bicyclists based on levels of motor vehicle speed and volume, where feasible

Goal 4: Gain a better understanding of Vision Zero in Chico, the concept of establishing a citywide goal of zero traffic deaths or severe injuries among all road users

OBJECTIVE

Commission a Vision Zero study, report, or memorandum to better understand the need or impact of such a plan and/or program

STRATEGIES

- ◆ Initiate the development of a Vision Zero study, report, or memorandum with context-specific documentation to inform future decisions regarding a Vision Zero program

in the City, including the development of a Vision Zero Action Plan (VZAP)

Goal 5: Provide a connected network of comfortable facilities for people to walk, bike, and roll

OBJECTIVE

Close 100 active transportation network gaps by 2035

STRATEGIES

- ◆ Complete studies identified in this plan by 2035
- ◆ Construct 50 additional miles of bicycle or pedestrian facilities by 2035

Goal 6: Enhance the spine network of Bikeway 99, including enhancement of wayfinding and crossing facilities

OBJECTIVE

Improve the user experience of Bikeway 99

STRATEGIES

- ◆ Implement Bikeway 99 bicycle crossing improvements identified in this plan by 2035
- ◆ Ensure Bikeway 99 wayfinding signage is designed to incorporate the latest best practices and is installed at all key route entrances and decision points
- ◆ Conduct annual bicycle counts along Bikeway 99 to measure usage improvements

Goal 7: Enhance mobility throughout Chico to meet the needs of all users, including those commuting to work or school, visiting local businesses, and enjoying recreational opportunities

OBJECTIVE

Reduce existing barriers to bicyclist and pedestrian comfort and convenience

STRATEGIES

- ◆ Implement new short-term (e.g., curbside bicycle racks) and long-term (e.g., bicycle



lockers) bicycle parking locations as identified, either through direct request or as part of a parking needs assessment, within six months to one year of identification, as funding allows

- ◆ Work with local League of American Bicyclists League Cycling Instructors to offer Bicycle Friendly Driver training to motorists in Chico, specifically to professional drivers and fleet operators, such as bus operators for B-Line/Butte Regional Transit¹⁷
- ◆ Develop and enforce work zone/construction detour policy which provides appropriate signage and accommodation for people walking and bicycling through areas of roadway and sidewalk work to maintain a connected and safe network



Bicycle Friendly Driver Training

Goal 8: Maintain the active transportation network in a good state of repair

OBJECTIVE

Increase the percentage of on-road and off-road (Class I) bicycle facilities with a pavement conditions index¹⁸ class of “Good” from initial assessment by the City

STRATEGIES

- ◆ Incorporate bikeway pavement inspection into the City’s existing pavement management program to assess and record the pavement condition of the City’s bikeways, including on- and off-road (Class I) facilities, when feasible.
- ◆ Establish a pavement condition improvement target percentage of bikeway lane miles annually based on inspection program assessment
- ◆ Create a bikeway repaving strategy within the City’s Capital Improvement Program (CIP) that is informed by the City’s new bikeway inspection initiative by the start of the next CIP process following Plan adoption
- ◆ Establish an easy way for Chico residents and stakeholders to report active transportation network issues or request repairs, either through the City’s “Report” portal on the City website¹⁹ or through a 311 program. *Note: this crowdsourced reporting may also temporarily fill the gap in bikeway pavement condition inspection prior to full incorporation of that process into the City’s existing pavement management program.*
- ◆ In collaboration with City Maintenance, and upon Plan adoption, incorporate a bikeway sweeping strategy for separated bicycle facilities and debris-heavy bicycle routes as part of the City’s regular street sweeping program

¹⁷ <https://bikeleague.org/content/leagues-bicycle-friendly-driver-training>

¹⁸ Pavement Conditions Index (PCI) measures pavement structure integrity and surface operational conditions and is calculated by measuring pavement distress types, severities, and densities obtained during pavement inspection. More information can be found in “Development of a Pavement Condition Index for Roads and Streets” by Shin, Darter, and Kohn: <https://trid.trb.org/view/76266>

¹⁹ <https://chico.ca.us/report>



Goal 9: Assist in achieving Chico's greenhouse gas emissions reductions goals and target of carbon neutrality by 2045, as detailed in the Climate Action Plan

OBJECTIVE

Reduce the number single occupancy vehicle trips that are a walkable or bikeable distance, replacing them with climate-friendly active transportation trips.

STRATEGIES

- ◆ Implement this Active Transportation Plan by adding miles to the bikeway network, improving wayfinding, conducting road maintenance, etc.
- ◆ Encourage secure, shaded, and convenient bicycle parking in new developments
- ◆ Pair major road upgrades with active transportation infrastructure
- ◆ Continue to identify and partner with stakeholders to conduct outreach, promotion, and education

