

Executive Summary



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The ability to bicycle within a city is an important characteristic of a healthy city, and one that allows its citizens a freedom of choice. Bicycling indicates that a city has safe streets, that its citizens choose healthy lifestyles, and also allows its citizens an alternative to motor vehicles to travel to destinations within the city.

The Winston-Salem Bicycle Master Plan provides a basis for the future of bicycling in Winston-Salem. It offers a blueprint for bicycling improvements, city-wide, that will help the city develop a safe network of bicycle connections to schools, jobs, neighborhoods, parks, shopping, and recreational facilities throughout the city. It provides guidance to promote and expand the city's bicycling culture, making it available to citizens of all ages and cycling abilities.

The master plan contains a review of existing conditions in Winston-Salem as they relate to bicycling. The review includes identifying the location of traditionally underserved populations throughout the city, including many who may benefit from having access to bicycle facilities. It also incorporates the results of two surveys which indicate that with the provision of improved bicycle facilities, more residents might be willing to bicycle to destinations, particularly if facilities that separate bicyclists from vehicles are constructed. Challenges to improving bicycle mobility are also discussed, including the current

network of very high and high stress roads identified in a stress analysis. However there are opportunities for improving bicycling conditions in the city in the form of gap closure projects, which are easily identifiable projects that can improve network connectivity.

The plan also identifies the locations of potential bicyclists and their potential destinations in the city based on a variety of socio-economic and location factors. A review of existing bicycle infrastructure is provided, and bicycle crash data is analyzed in an attempt to identify dangerous conditions for riders.

Recommendations Made in the Plan

These city-wide recommendations for improving bicycling conditions are based on the following six Es of creating a bicycle-friendly city.

- Engineering
- Equity
- Education
- Encouragement
- Enforcement
- Evaluation

Recommended infrastructure improvements in the plan attempt to satisfy the first two Es – Engineering and Equity – by making recommended improvements across all areas of the city. Based on the analysis of the existing conditions and input from the public, infrastructure improvements were identified on over 200 streets in the city. These improvements range from simple pavement striping, to bicycle lanes, and to bicycle facilities separated from vehicular traffic, with each type of improvements defined. The recommended improvements create a bicycling network that extends to all parts of the city. From the recommended network, 17 priority projects were identified that would provide corridor improvements and connections to numerous key destinations throughout the city. In addition, a network of bicycle boulevards is identified to provide improvements to neighborhood streets throughout the city. A bicycle boulevard is a neighborhood street or a connected series of neighborhood streets modified to encourage bicycle travel, while discouraging through-travel for motor vehicles. In addition, unsafe intersections are identified and recommended for improvement.

Beyond the infrastructure improvements, the plan also makes recommendations as to how to programmatically make Winston-Salem a safer bicycling community by addressing the remaining Es – Education, Encouragement, Evaluation and Enforcement. Recommended educational programs include programs that target both cyclists and drivers. Encouragement programs focus on community partnerships and transportation demand strategies. Evaluation programs allow the city to monitor the improvement in the bicycle conditions of the city, and enforcement would help keep bicyclists safe.

In addition, recommendations for the institutional efforts necessary to establish cycling as a fully integrated transportation mode in Winston-Salem are included in the plan. The recommendations include the establishment of new committees – such as a bicycle and pedestrian committee – policies, organizational structures, and ordinances that will contribute to long term improvements to cycling in the community. Finally, recommendations are made to create a bicycle-friendly community which includes providing infrastructure beyond the linear recommendations made, such as bicycle parking and bicycle share, that are critical to attracting more residents and visitors to cycling for transportation.

Finally, the plan lays the groundwork for accomplishing the recommendations made in the plan by providing key action steps, potential funding sources for the projects, implementation partners, and phasing strategies for the city.

Public Involvement

A good planning process must include robust public input to guide it and to help craft recommendations and priorities that come from the plan. The Winston-Salem Bicycle Master Plan includes direction from a steering committee, and is supported by input from the public collected from three public meetings, two surveys designed to garner input on needed improvements, small group meetings, and a website that allowed citizens to contact the planning team with suggestions and ideas. The public input is reflected in all aspects of the plan.

