

# 10.0 NO-CONSTRUCTION ALTERNATIVE

In addition to engineered infrastructure, strong programs and policies can help encourage and support alternative transportation. While development of facilities relates directly to engineering, no-construction programs tend to focus on encouragement, education, enforcement, and evaluation efforts. In addition, strong policies can help encourage bicycle/pedestrian friendly design and development of both public and private sector projects. Many of the activities listed below represent continuations and/or enhancements of programs and policies already being implemented by the City. The seasonal and tourist nature of the Sandbridge population poses challenges to reaching and engaging the public in a consistent way; the recommendations in this Chapter seek to offer ways for the City and its partners to enhance ongoing activities and reach a broader array of people with meaningful results.



## 10.1 Program Recommendations

### 10.1.1 Encouragement Programs

#### ◆ Alternative transportation maps

User maps are an important tool for encouraging alternative transportation. The City, FWS, and DCR already have maps available on-line, in brochures, and posted at key locations, which identify primary facilities. Those maps could be refined and combined to reflect the overall alternative transportation system, especially as new facilities are developed. In addition, new opportunities for distribution to residents and visitors could be investigated. The maps would include educational and etiquette components.

#### ◆ Self-guided and group tours

Walking, bicycling, and boating tours can encourage alternative transportation, and can also enhance the City's marketing and tourism efforts. By developing and advertising one or more formal tour routes in association with the alternative transportation maps described above, the City could identify routes to take users to recreational,

shopping, dining, and natural destinations. Tour routes could begin with existing facilities and expand as the network develops.

#### ◆ Wayfinding signs

The infrastructure projects described generally include signs for wayfinding and orientation. As the transportation system develops, additional wayfinding will help contribute to the overall mobility environment. Items such as mile markers, consistent themes and logos, and regular wayfinding kiosks will become important elements to encourage the use of alternative modes of transportation.

The wayfinding at each trail head would be a simplified depiction of the master plan where visitors can learn to modify their modes along their journey if they choose to do so. A wayfinding series would be supportive of multi-modal alternatives.



#### ◆ Tip sheets

The City could continue to update the pedestrian, bicyclist, and vehicle tips that can be found on the City's website. Additional efforts to publicize these, including partnering with rental agencies and retailers, could be investigated. Tips for boating could also be added.

#### ◆ Lights and helmets for rentals

Sandbridge boasts several bicycle rental businesses, and these represent potential partners in encouraging safe cycling and walking. In addition to serving as outlets for educational information, rental shops could be encouraged to include safety lights, both front white lights and rear red flashing lights, on their bicycles and to ask renters to sign a pledge to wear helmets while riding the bicycles.



### 10.1.2 Education Programs

#### ◆ Rental agency coordination

To reach out to the large transient/tourist population in Sandbridge, the City could work with the various real estate rental companies to distribute educational brochures and mapping. This could take the form of hard copy products delivered to renters and/or electronic outreach prior to arrival in Sandbridge.

#### ◆ Professional development

City staff, law enforcement, and emergency services personnel could be encouraged to undertake regular professional development courses on design and policy issues. Available options include courses on facility design, accessibility, Complete Streets, law enforcement, and traffic safety.

#### ◆ Public events

As part of the programming for City, FWS, and DCR events, consideration could be given to including education on active transportation, either as stand-alone events or as parts of larger events. This could include discussions with Police and Park Rangers in addition to inviting outside experts to speak. Consideration could also be given to providing bicycle safety lights for free or for purchase at public events.

### 10.1.3 Enforcement Programs

#### ◆ Speeding

High-speed driving results in more frequent crashes that result in a higher likelihood of serious injury or death. The City Police Department could continue efforts to enforce speed limits throughout the study area, with potential targeted enforcement at the start of the tourist season. In addition, the City could continue its use of speed radar trailers.

#### ◆ Crosswalks

The City could consider potential locations for targeted enforcement of the obligation of motorists to yield to pedestrians in crosswalks. These high-visibility actions could generate publicity, which can be as effective as tickets, in emphasizing the importance of pedestrian crossing laws.

#### ◆ Cite good behavior

In addition to enforcement activities, the City could consider citations for appropriate behavior. This might involve City Police simply commending pedestrians for using crosswalks, or could go as far as handing out citations or gift certificates for appropriate behavior. This could be conducted best as a highly visible and widely publicized encouragement effort.

### 10.1.4 Evaluation Programs

#### ◆ Alternative transportation counts

Pedestrian, bicycle, and boater counts could be conducted on a regular basis, both to monitor trends and also to help evaluate the effectiveness of the improvements implemented as a result of this study. Annual counts could utilize automated counters, while manual counts could be conducted on a regular but less frequent interval or as conditions warrant.

#### ◆ Report card

To help continue public engagement in improving alternative transportation in the Sandbridge area, the City could publish an annual report documenting progress made and issues encountered. The report could include count and crash data, new facility details, public outreach, and qualitative information such as public feedback and perceptions of the network.



## 10.2 Policy Recommendations

The City has in place many local provisions for encouraging and requiring ATS accommodations as part of the development review process. This section highlights potential ways to continue and enhance these policy provisions.

### ◆ Complete Streets

The City adopted a Complete Streets policy in November 2014. The City could continue to develop and apply standards and guidance for implementation of roadways that accommodate all potential users and modes of transportation. This local action could support state and regional initiatives as well as foster enhanced collaboration while roadway development and redevelopment occurs.

### ◆ Multimodal connections

Where new development and redevelopment occur, the City could have tools in place to require the integration of SUPs, sidewalks, crosswalks, and connections to existing and proposed facilities where legally authorized.

### ◆ Pedestrian access through parking lots

As part of the design of new development and redevelopment projects, existing and proposed parking lots could be evaluated for pedestrian accommodation. This could include features such as pedestrian refuges, sidewalks, and defined pedestrian access to building entrances. Design guidelines could allow flexibility for land planning where buildings address the street to encourage walking as a means of transportation and shared parking across land use.

### ◆ Access management

Access management is the control and regulation of driveways and intersections along a roadway in the effort to make it safe and efficient. The City could continue its focus on achieving access management goals as part of development and redevelopment design and review. These efforts can help reduce conflict points between motor vehicles and pedestrians and bicyclists. When intersections are separated for long distances, properly designed midblock crossings could be considered to accommodate pedestrian desire lines safely.



### WHAT IS A COMPLETE STREET?

**THE SMART GROWTH AMERICAN NATIONAL COMPLETE STREETS COALITION DEFINES COMPLETE STREETS AS FOLLOWS:**

**“COMPLETE STREETS ARE STREETS FOR EVERYONE. THEY ARE DESIGNED AND OPERATED TO ENABLE SAFE ACCESS FOR ALL USERS, INCLUDING PEDESTRIANS, BICYCLISTS, MOTORISTS AND TRANSIT RIDERS OF ALL AGES AND ABILITIES. COMPLETE STREETS MAKE IT EASY TO CROSS THE STREET, WALK TO SHOPS, AND BICYCLE TO WORK. THEY ALLOW BUSES TO RUN ON TIME AND MAKE IT SAFE FOR PEOPLE TO WALK TO AND FROM TRAIN STATIONS.”**