It is exciting to hear about the City, Brookings Bicycle Advisory Committee, and other stakeholders working together on a Bike Master Plan for Brookings. There have been many advances in bicycle planning such as the publication of NACTO Design Guides, the creation of traffic stress methodologies for network planning, the availability of continuous electronic counters, and the proliferation of bike share systems. Your Bicycle Master Plan should take advantage of best practices that are applicable to a community of your size.

As you implement new on-street bicycle facilities and traffic calming treatments, be sure to support their effectiveness with public education efforts and events that help the community understand and celebrate the changes to their streets.

Brookings has several notable institutions, such as South Dakota State and Daktronics, that could be engaged to support bicycling efforts, perhaps by creating a custom bike count display on a prominent bike route.

Create a signature annual event. A signature annual event can be a catalyst for the creation of a culture that supports bicycling. Signature events can be based around iconic infrastructure or architecture, locally important businesses or celebrities, or other existing cultural touchstones.

Brookings has a high number of bicycle commuters with a relatively small network. Continue to grow your bicycle network to serve this current demand and enable more people to safely and comfortably travel around Brookings by bike.

It is very important that bicycling plans and transit plans are coordinated so that people can use bicycles to access transit and bicycle-transit conflicts can be minimized.