Ensure that high speed and/or high volume roads do not pose a barrier to bicycling in your community. Road and/or lane diets may be appropriate for calming traffic while providing safe and comfortable places for people to bike and walk.

Develop outreach methods that specifically target families, women, seniors, and low-income communities in addition to general non-targeted outreach and media campaigns that discuss current and new bicycle facilities, safe driver and bicyclist behavior, and events related to walking and biking.

Improve Bike Month activities by creating a Bike to Work Day. Bike to Work Day events can include competitions related to bicycle use, outreach to employers, pit stops that provide food and beverages, and coordination between employers and the city to create safer routes to employment centers.

Initiate a robust Bicycle Master Planning process. This would be a great step to improving conditions for bicycling and institutionalizing processes for continual improvement. Institutionalization can include changing design processes, investing in data collection, and pursuing broader land use or other changes that will be supportive of non-motorized transportation and recreation.

Adopt the NACTO Urban Bikeway Design Guide. This will make it easier for city staff to propose and implement bicycle facility designs that have been shown to improve conditions for people who bike in other cities throughout the United States.

Increase the amount of staff time spent on improving conditions for people who bike and walk. Increasing staff time, either by creating a position or changing the responsibilities of current staff, can have a positive impact on the ability of your community to execute bicycling and walking-related projects and programs. In particular, in-school education has been identified as a difficult area to improve in your community and it may be easier to make progress if the city can devote more time to working with the school district.