**Engineering**

Engineering efforts are often the most visible to the local citizens, and come in the form of painting bicycle lanes on roadways, creating cycle tracks, lowering speed limits, or putting up signage to alert motorists of the presence of bicycles.

**Education**

Cycling safety education programs are often offered for students at local ISDs for elementary, junior high, or high school-aged students. Adult safety classes can also be offered for both motorists and cyclists.

**Encouragement**

Encouragement efforts consist of anything that will prove incentive to citizens to use their bicycles, such as recognizing National Bike Month, providing additional bike racks, incentivizing businesses to provide showers and lockers at their offices, and many other related activities.

**Enforcement**

In order for cyclists to be given the proper action they need, a set of laws and regulations should be in place to ensure the safety of vulnerable road users. In addition to these laws, the local law enforcement should be educated on these laws, and most importantly, enforce them.

**Evaluation**

Evaluation is essential to any successful bicycle program. Numbers are important to provide to local elected officials to then in turn invest more public dollars into additional bicycle and pedestrian infrastructure. There are tools for local governments to implement to assist in counting cyclists.

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**So, what can the City of Georgetown do?**

**Things to remember:**
- Engineering efforts can be creative and vibrant. Creative projects can become an attractor in itself, stimulating economic development for surrounding businesses.
- Execute "low-hanging fruit" projects first when creating cycling improvements. These quick, easy, and low-cost improvements that have high benefits.

**Georgetown can:**
- Construct the projects recommended in this bike plan
- Adopt a Complete Streets policy
- Adopt NACTO and AASHTO bicycle guidelines in all design manuals

**Things to remember:**
- Bicycle safety education programs should be geared for cyclists and motorists alike, and should be offered to both school-aged children, parents, adults, and neighbors.
- There is a plethora of online resources that exists online that provide bicycle safety education material.

**Georgetown can:**
- Expand their Safe Routes to School program
- Train City engineers about bicycle facility design
- Partner with local bicycle advocacy groups to distribute education classes to adults and students

**Things to remember:**
- Bicycling encouragement outreach efforts come in many forms, from programs to projects.
- The goal of bicycling encouragement programs are to expose interested but concerned citizens to the benefits of bicycling.

**Georgetown can:**
- Create a Bicycle (or Bicycle and Pedestrian) Advisory Committee
- Implement a new, city-run bicycle encouragement program
- Work towards becoming a Bicycle Friendly Community

**Things to remember:**
- Working with the local law enforcement can increase awareness of the presence of bicycles in the area.
- Enforcement of local laws and regulations for both cyclists and motorists is key in order for both parties to interact properly with each other.

**Georgetown can:**
- Work with Georgetown Police Department to education officers about bicycle safety
- Improve local laws and regulations to improve safety of cyclists

**Things to remember:**
- Pedestrian and bicycle counts are a valuable piece of information that local policymakers need in order to spend additional public dollars on greater improvements.
- When creating a list of performance measures, more is not always necessarily better. Work with local policymakers to form a list of key performance metrics that they think are important.

**Georgetown can:**
- Create a Bicycle and Pedestrian Monitoring Program
- Implement a set of key system performance measures

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**Becoming a Bicycle Friendly Community**

Starting in 1995, the League of American Bicyclists have recognized 450 communities across the nation as “Bicycle Friendly Communities.” The award evaluates communities based on the "5E" model in order to validate applicants are improving all aspects of the cycling conditions in their local environment. Designing an implementation plan around the "5E" model can put Georgetown at an advantage to this application after implementing various bicycling improvement projects.