

Performance Measures for Regional Bicycle Program

Performance Measure	2009 Baseline	2010	2011	6/1/12	6/1/14	6/1/15	12/31/16	2/12/18	Target	Frequency of data collection	Responsibility of data collection	Status Notes
Number of bicyclists observed at count locations in TPO area	see bike/ped counts	see counts	see counts	see counts	see counts	see counts	see counts	see counts	Continue to see an upward trend	Twice a year	TPO, member agencies	on track/meeting goal
Number of bicycle racks installed through the TPO grant program	411 - July 2009	440	460	500+	620+	645+	695	715	525 by 2011; 800 by 2020	Quarterly	TPO	on track to meet goal
Number of local engineers attending training on bicycle issues	48 at 2007 training	40 - 50 at TDOT training in 2010; 3 - 5 at our webinars	3 - 5 at TPO-hosted webinars		4 - 12 each webinar	3 - 8 at each webinar	3 - 8 at each webinar	3 - 6 at each webinar; 50 at FHWA/TPO resurfacing training	avg of 5 at each training opportunity	Annually	TPO and member agencies	meeting goal
Average reach of Facebook posts for Jan 12 - Feb 12							414	362	400			challenging as FB algorithms change
Number of fans on facebook	67	363	651	780	1191	1475	1953	2089	double the 2015 number by 2019	Annually	TPO	on track to meet goal
Average open rate for emails				30 - 35%	38 - 54%	38.7% avg	34%	43%	Exceed industry average of 18.7%	Annually	TPO	exceeding goal
Number of Smart Trips participants logging bicycle commutes	165	159	232	152	91	92	80	85	100 by 2020	Quarterly	TPO	after significant decline, we are seeing increases
Number of bicyclists in Neighborhood Bike Ride and Tour de Lights	350 in 2008	450 for 2009 TDL	425 for 2010 TDL and 2011 NBR	500+ for 2011 TDL; 125 for 2012 NBR	TDL: 850 in 2012 and 700 in 2013; NBR ended	1012 for TDL	1027 for TDL; 1060 in 2015	1020 for TDL	maintain 1000+	Annually	TPO	NBR ended but TDL participation surpassed original goals
Number of miles of bike lanes in TPO area								50.57	increase to 60 by 2020	Every two years	TPO	first year of new measure
Number of miles of rideable (4+ ft) shoulder in TPO area								544.77	maintain or increase	Every two years	TPO	first year of new measure
Number of miles of linear greenways (see footnotes) in TPO area	65		77.5					99	105 by 2020	Every two years	TPO	on track

Performance Measure	2009 Baseline	2010	2011	6/1/12	6/1/14	6/1/15	12/31/16	2/12/18	Target	Frequency of data collection	Responsibility of data collection	Status Notes
Number of bike shops	15		16		18		24	24	at least 20	Every two years	TPO	meeting goal
Number of people reached with "driving safely" presentation				800	974	818	965	915	maintain 2014 numbers	Annually	TPO	new performance measure
Number of bicyclists killed or seriously injured by motor vehicle crash						9	10	2017 not available yet	Reduce each year	Annually	TPO	new performance measure; data begins in 2015
New or enhanced legislation/ordinances supportive of bicycling	0	0	1	0	0	1	0	1		Annually	TPO	new performance measure

Note: Breakdown of linear greenway miles:

2009: 30 in Knoxville; 7 in Farragut; 7.5 in Knox County; 13 in Alcoa and Maryville; 0.8 in Lenoir City; 7 in Oak Ridge

2011: added 3.15 in Knoxville; added 7 in Farragut, added 2 in Alcoa (including a bike/ped bridge over a major road)

2013: 1.25 added in Knoxville

2017 new method using GIS for calculating mileage - includes "greenway connectors" in Farragut neighborhoods

New or enhanced legislation/ordinances supportive of bicycling

2011 - changes to TN due care and failure to yield laws

2015 - City of Knoxville adds state safe passing law into local ordinance

2017 - City of Knoxville new requirement for bicycle parking

Discontinued measures

Number of page views on Bicycle Program website	2300/mo	2250/mo	2500/mo		3100/mo	3300/mo	2270/mo (4131 in Dec)		2000 by 2011; double by 2015	Monthly (report annually)	TPO	Facebook algorithms have changed so page views is no longer a relevant measure
Percentage of arterial and major/urban collector roads with bike lanes or shoulders	16.5		16.7		same				20 by 2015; 30 by 2020	Every two years	TPO and member agencies	Difficult to change % on regional scale.
Number of miles of signed, official bike routes	0		0		28		29		20 by 2011	Every two years	TPO and member agencies	No plans for new routes