



Bicycle and Pedestrian Advisory Committee Annual Work Plan Topic Request Form

Requestor Name:

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Date:

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Proposed Topic Title:

BPAC projects data collection and analysis

Background and Discussion: Please provide justification regarding how this topic pertains to the Bicycle and Pedestrian Advisory Committee's roles and responsibilities:

Motion: Establishment of a Data Analysis Team for Project Impact Assessment

Objective: To set up a dedicated data analysis working group that will develop and implement an analytical framework for measuring the impact of BPAC projects on the bike-friendly initiatives in Santa Clara.

Background: The BPAC reviews several project proposals aimed at making Santa Clara a bike-friendly city. These projects include bike lanes, bike storage, and other related infrastructure improvements. However, decisions often require trade-offs regarding motor traffic impact, parking availability, investments, and prioritization. To make informed decisions and optimize resource allocation, it is essential to have a robust data-driven approach.

Cities renowned for their bike-friendly infrastructure, such as those in the Netherlands, have successfully implemented data-driven decision-making processes that highlights the efficiency and discipline in using data to drive urban transformation.

Proposal: This member proposes the establishment of a data analysis working group tasked with developing a comprehensive analytical framework. This framework will focus on measuring various impacts of BPAC projects, such as:

- 1 Increase in Bike Transit: i) Implementation of regular bike counts ii) Analysis of bike usage patterns over time.
- 2 Survey Integration: i) Conducting surveys to gather feedback from residents on bike infrastructure and its usability. ii) Assessing the satisfaction and needs of the biking community.
- 3 City Response to BPAC Initiatives: i) Monitoring city responses to BPAC recommendations and initiatives. ii) Evaluating the effectiveness of implemented projects.
- 4 Resource Utilization: i) Measuring the return on investment (ROI) for BPAC projects. ii) Analyzing the cost-effectiveness of different initiatives.