



"...meeting community needs...enhancing quality of life."

## MEMO

---

**TO:** Municipal Services Committee

**FROM:** Paula Vandehey, Director of Public Works *PAV*

**DATE:** April 20, 2014

**SUBJECT:** **Approve installation of bike corral at the same location (231 E. College Avenue) as last year from May 7, 2015 through September 24, 2015.**

---

The City of Appleton, in partnership with Appleton, Downtown Inc. Goodwill, and the Fox Cities Cycling Association pilot tested a bike corral in the parking stall at 231 E. College Avenue. Several concerns were raised by Council members prior to the pilot including safety, cleanliness and usage. In response to these concerns, Lawrence University student Katie Rozek conducted a survey throughout the pilot test. She reported out her findings at the September 23, 2014 Municipal Services Committee meeting. As shown in her attached report, no significant safety or cleanliness issues arose and usage averaged 2.8 bikes.

Another issue that was raised was the potential for lost parking revenue due to the conversion of this parking stall into a bike corral. Staff believes that there was no lost parking revenue as the loss of this parking stall reduced the car parking supply by only one spot, but provided parking for an average of 2.8 customers choosing to use bicycles in lieu of cars. As shown in the Walker Parking Study, supply in this zone of the downtown has an overall effective surplus of 26 on-street parking stalls.

Based on the results of the pilot test and the overall surplus identified in the Walker Parking Study, we recommend installation of the bike corral at the same location (231 E. College Avenue) as last year from May 7, 2015 through September 24, 2015.

Attachment

# BIKE CORRAL DATA ANALYSIS 2014

Katie Rozek

# Bike Corral — Replace Stall for 1 Vehicle with Bike Corral for 10 Bikes at 231 E College Ave.

- Council approved “Bike Corral Pilot Project” on February 5, 2014
- Corral funded by a partnership of FCCA, Appleton Downtown Inc., Goodwill and 26 local residents
- City of Appleton waived the \$1 400 meter bag fee and Dept of Public Works installed the corral



# Protocol

---

- Create online survey
- Photograph corral usage
- Document local weather and events
- Obtain general assessment of corral

# Online Survey

- 76 responses
- 11 questions

The goal of this survey is to assess and evaluate user's experiences with the new bike corral placed on the corner of E College Ave & S Durkee St. This information will be summarized and presented to the Appleton Municipal Services Committee in the fall of 2014 after the 6 month trial period is over. The Appleton Municipal Services Committee will then recommend whether this and potentially other bike corrals should be utilized in the future. Please report any problems to Katie Rozek at [katie.rozek.12@gmail.com](mailto:katie.rozek.12@gmail.com).

## Age?

- 12 and under
- 13-18
- 19-30
- 31-50
- 51-65
- 65+

## How often have you used this bike corral?

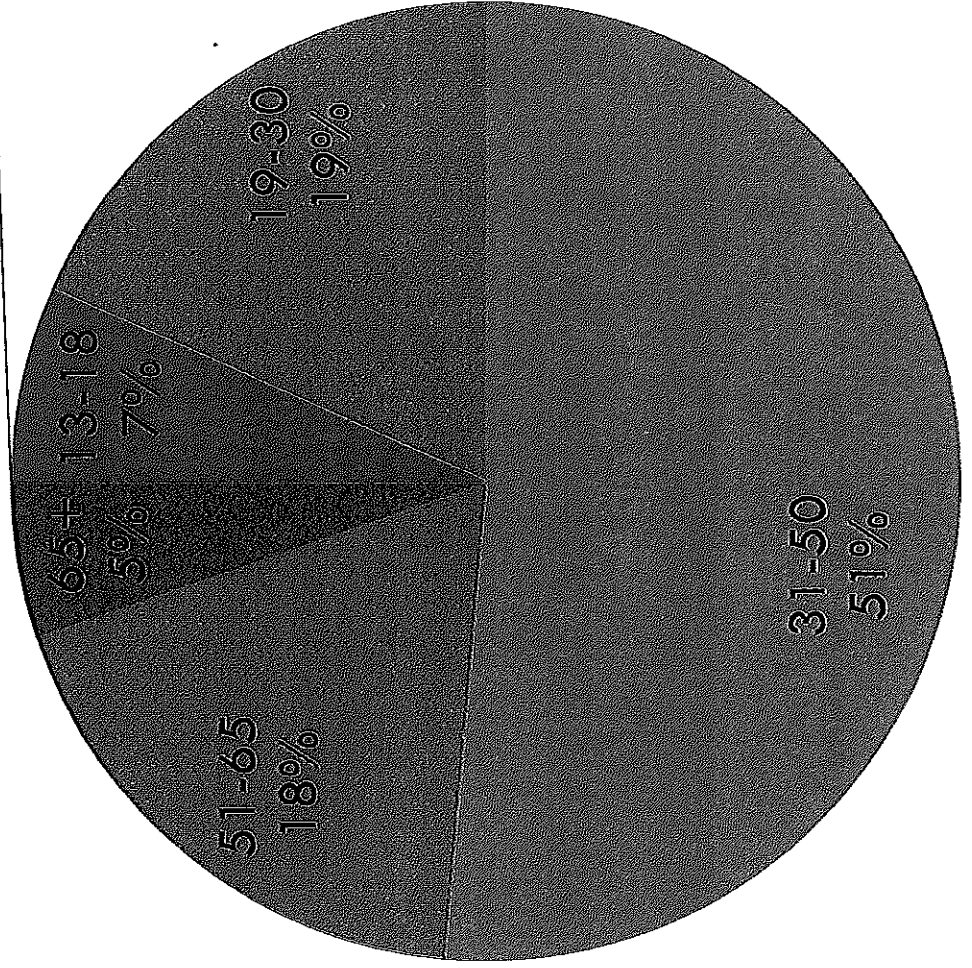
- Never
- First time
- 2-5 times
- More than 5 times

# Online Survey: Age



Age?

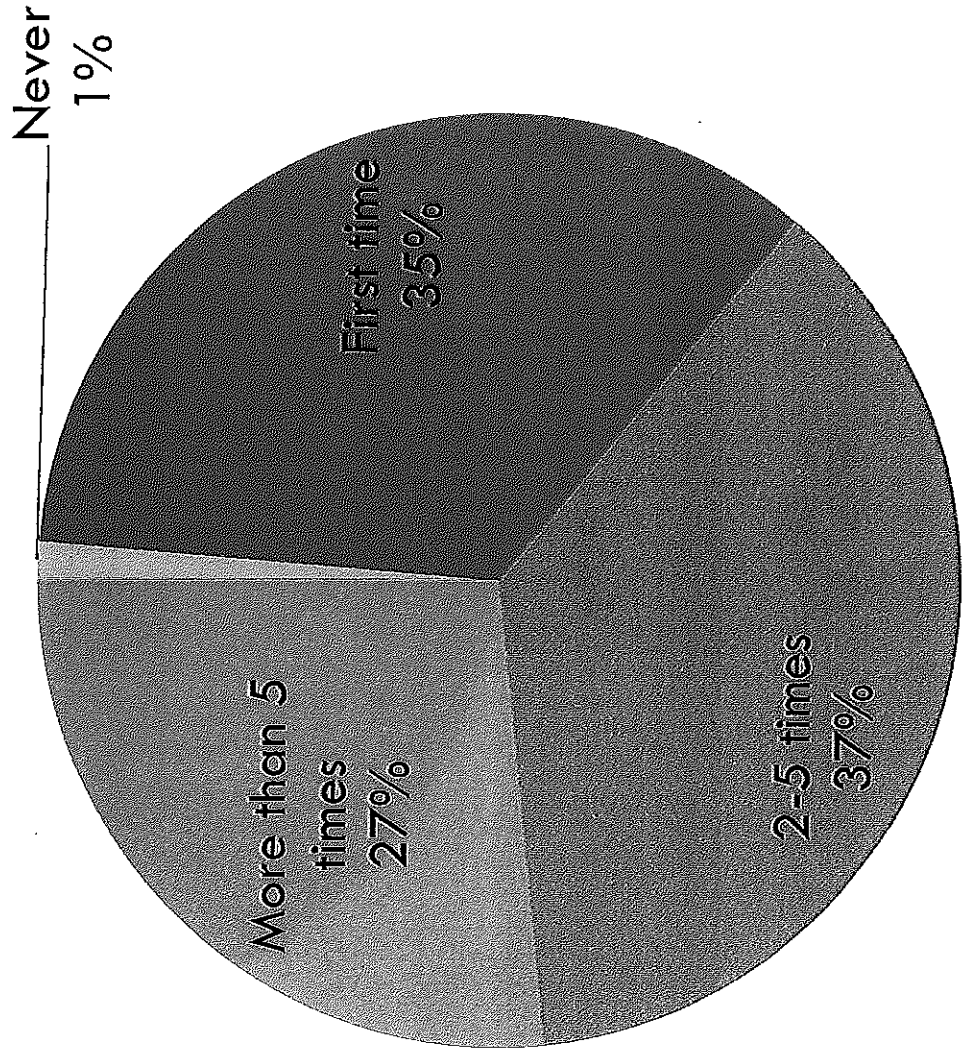
12 and under  
0%



# Online Survey: Use

---

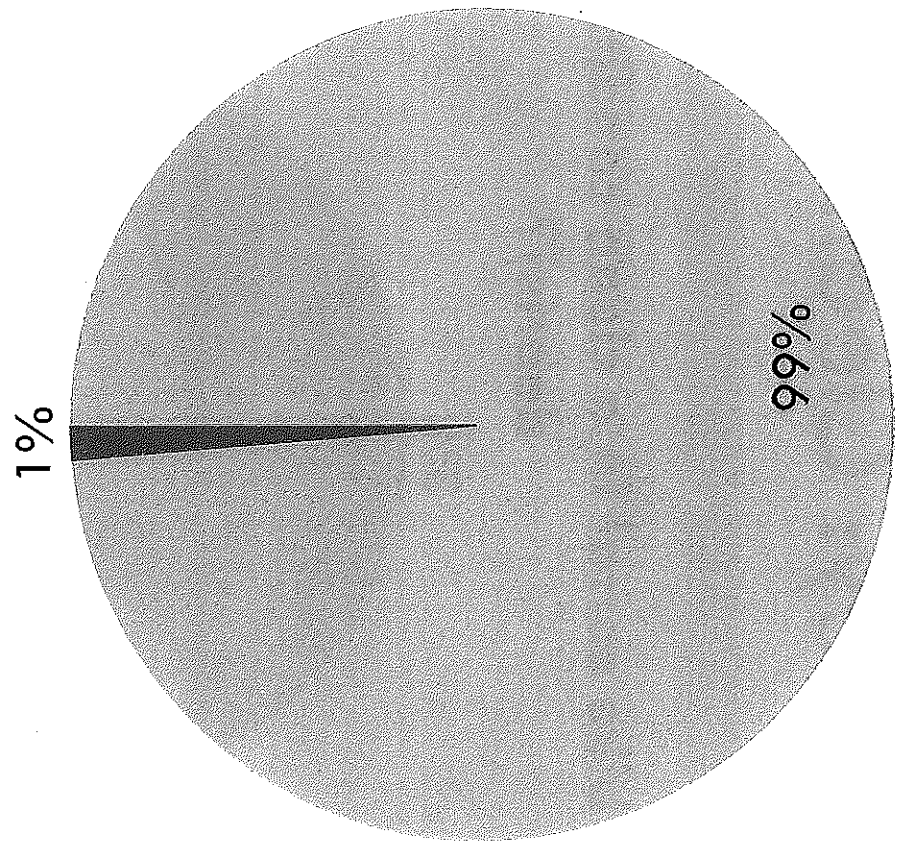
**How often have you used the Bike Corral?**



# Online Survey: Safety



**Did you feel safe using this bike corral?**

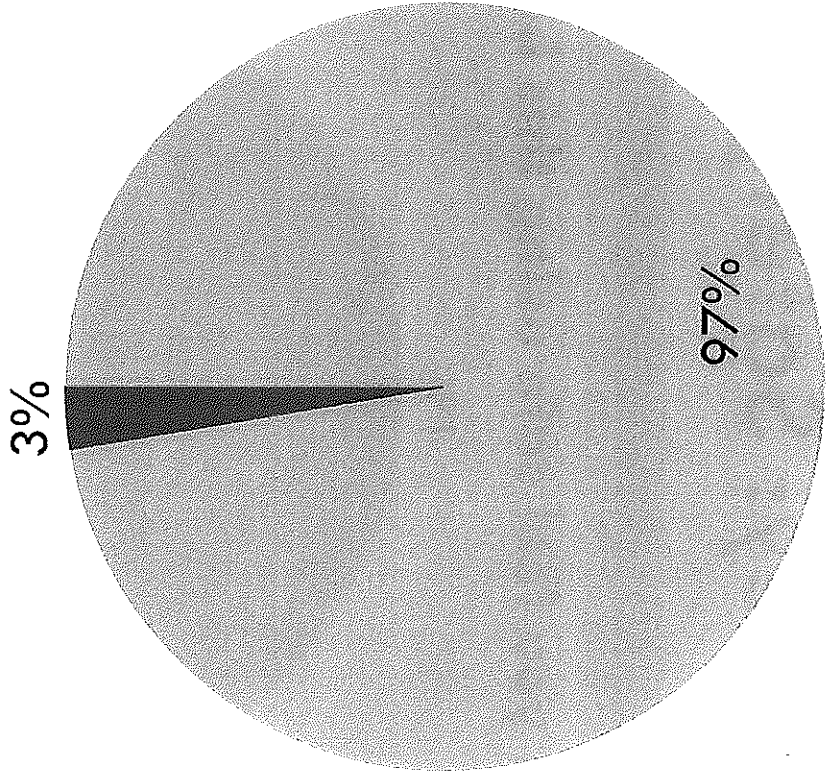


■ Yes  
■ No



# Online Survey: Cleanliness

Was the bike corral in a clean condition (no trash or debris)?

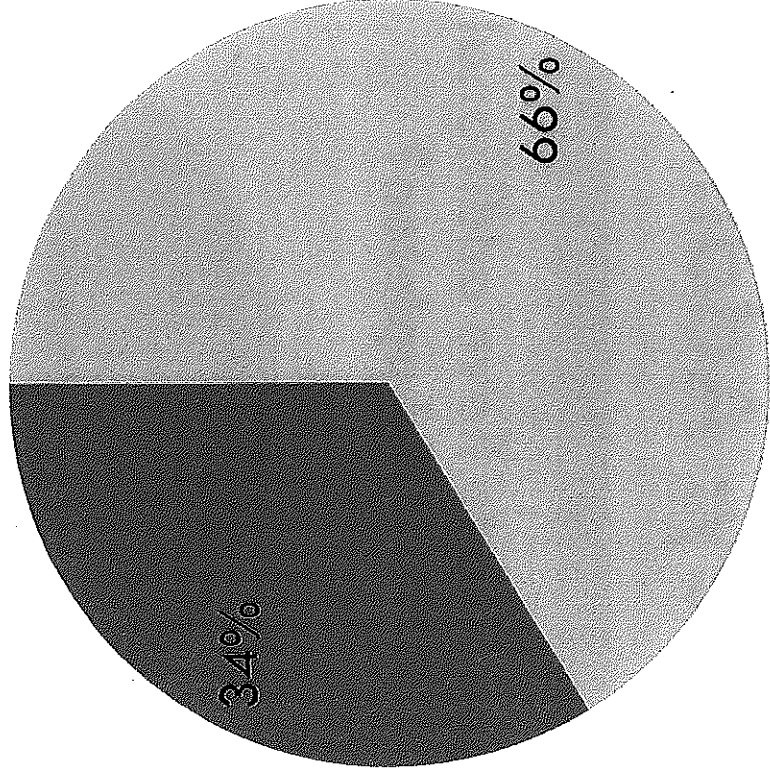


■ Yes

■ No

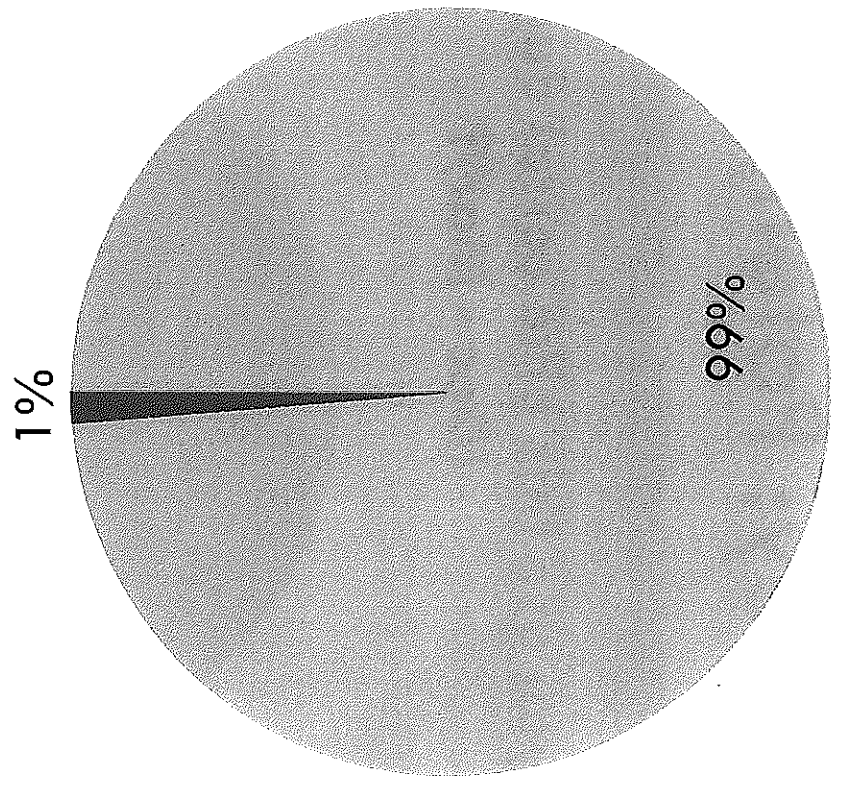
# Online Survey: Potential Winter Use

Would you use this bike corral during the winter  
(Dec - Mar)?



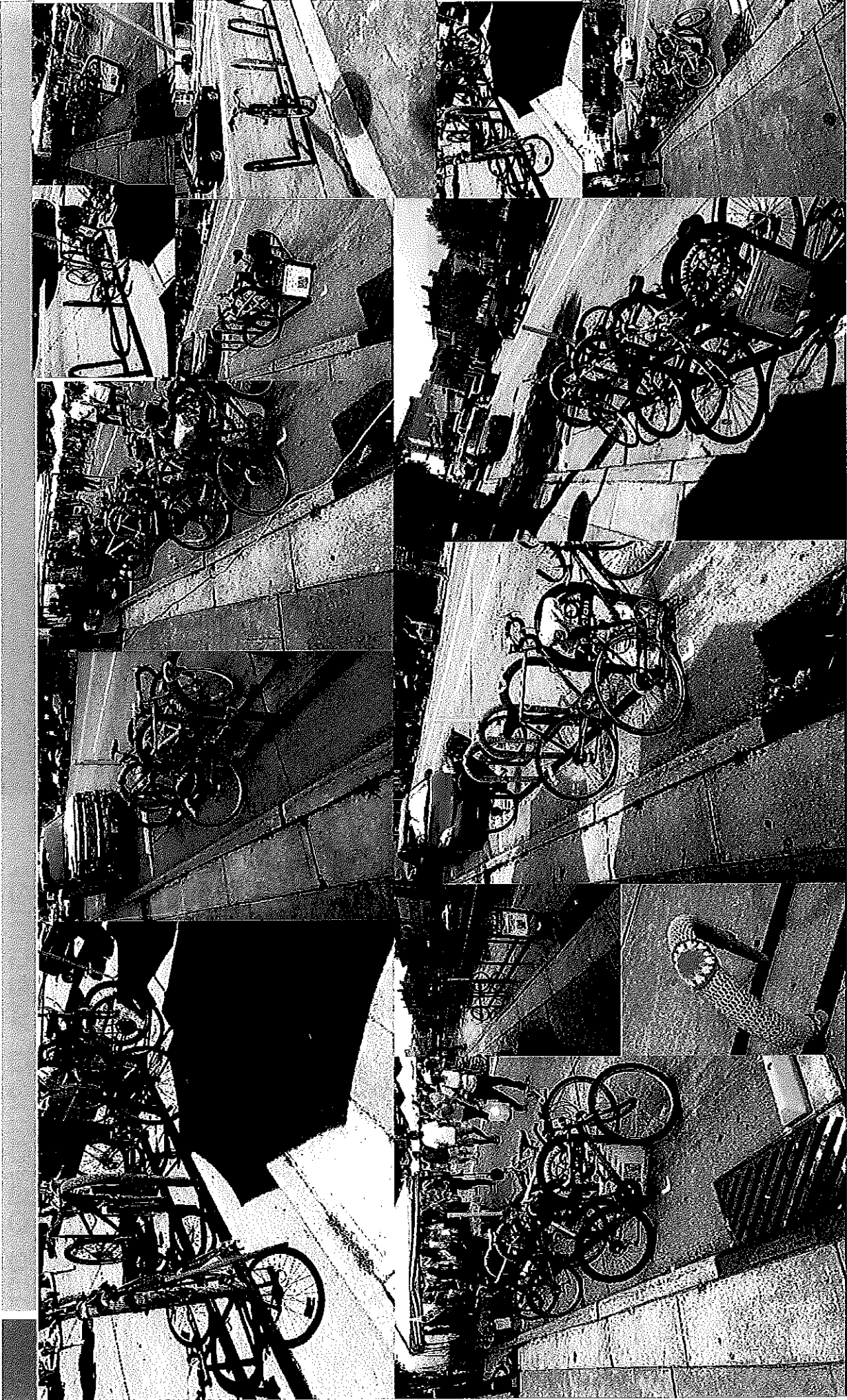
# Online Survey: Additional Corrals

Would you like to have additional bike corrals in Appleton?



■ Yes  
■ No

# Photo Documentation: Usage of Corral



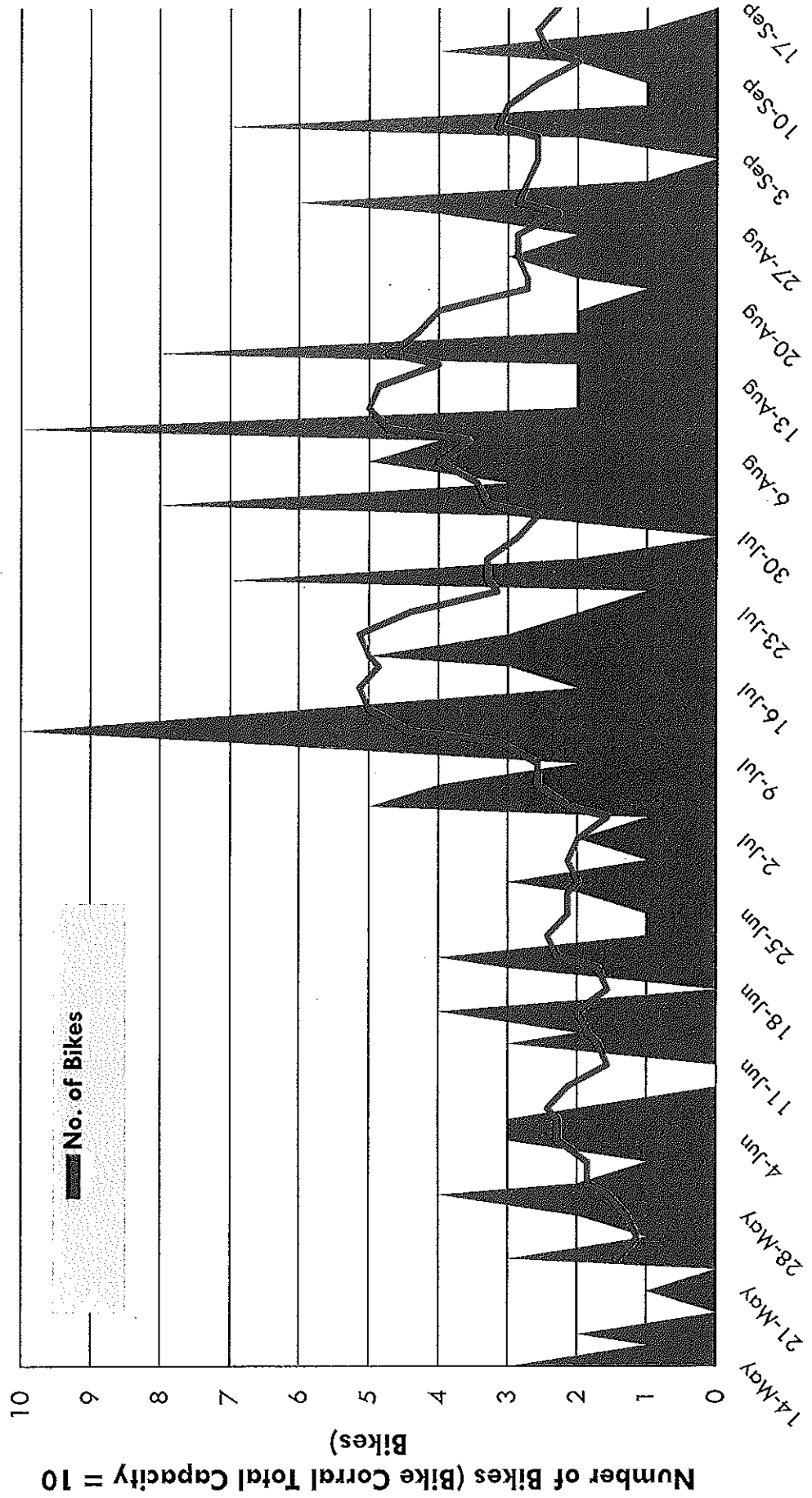
# Document Bike Corral Usage

- Photo taken Mondays, Wednesdays, Fridays and Saturdays during pilot period
  - May 14 – September 17
  - 73 days documented
  - 202 bikes documented
  - Average of 2.8 bikes
- Also obtained weather conditions



# Results: Corral Usage (Avg 2.8 bikes)

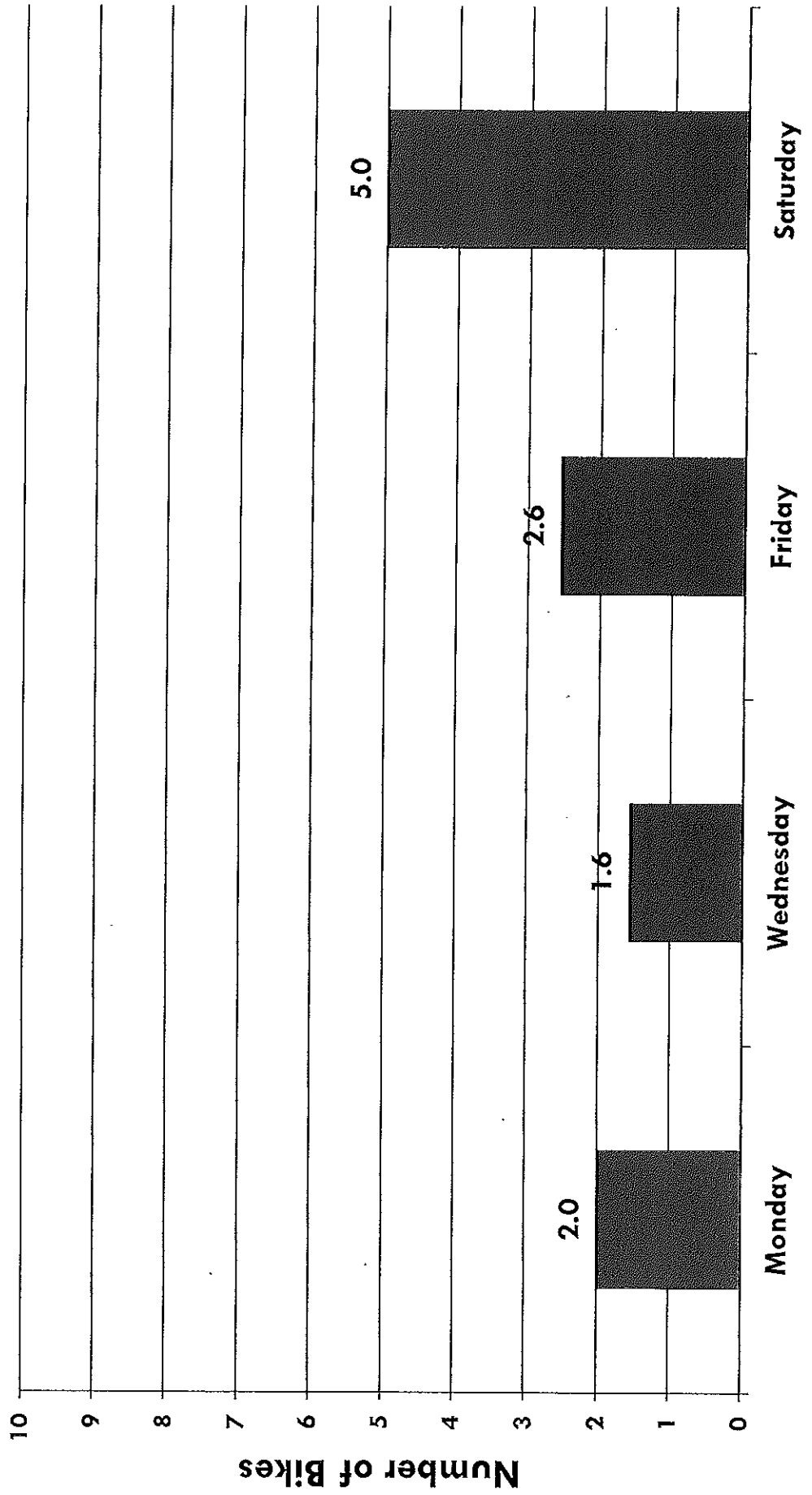
College Ave. Bike Corral Survey Results



# Results: Day of Week



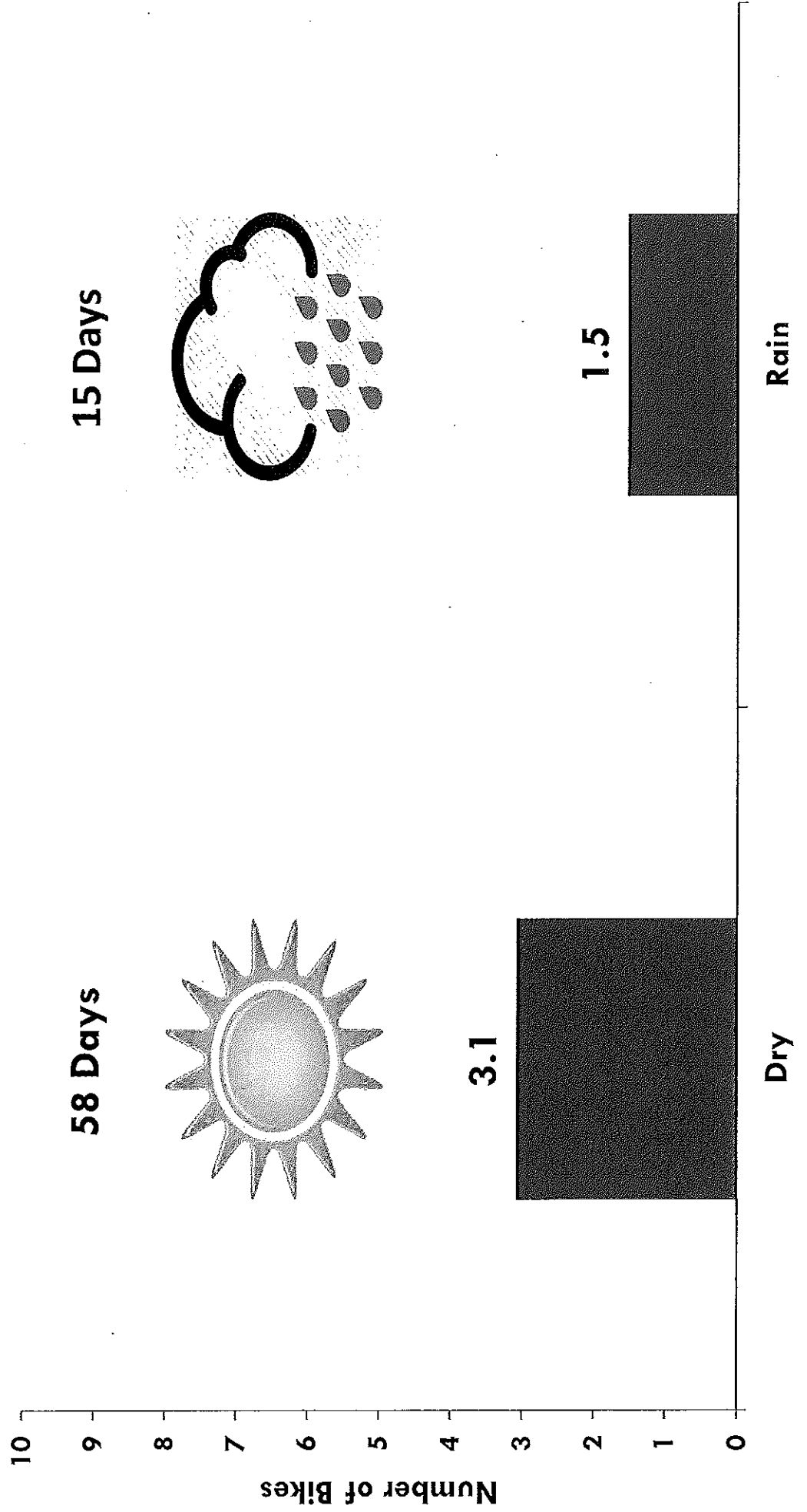
Day of the Week



# Results: Weather



## Weather





# General Assessment

- Average of more than double the vehicles (2.8) from parking stall alone
- Significant usage during special events (Farm Market, etc.)
- Overall positive feedback from community
  - “The corral was an asset for the café. It enhanced our mission to create a vibrant and thriving community.”
  - Jesse Heffernan, Harmony Café
- Safety was not an issue based on survey results
- Community desire for more corrals
  - Downtown – on West End of College Ave
  - Near Performing Arts Center/Acoca Coffee

# Special Thanks

---

- Special thanks to Fox Cities Cycling Association, Harmony Café, and the people and government of Appleton.

Appendix: Additional Survey  
Comments/Information

# Online Survey: Ease

---

- YES
- “There is versatility when visiting boutiques, restaurants, and family fun related activities. It gives people the chance to walk around knowing their mode of transportation is safe in front of Harmony Café.”
- “Very easy to spot.”
- “Hard to miss in the middle of the street.”

# Online Survey: Convenience

---

- YES
- “I was attending a meeting at Harmony Café.”
- “I would like other ones on the west end College Avenue too.”
- “We used it for the farmers Market.”

# Online Survey: Aesthetics

---

- YES
- “The design of the bike corral looks absolutely beautiful.”
- “Very attractive.”
- “I blends right in.”
- “Nicely done – yarn bombing is cool.”
- “Festive.”
- “Too big and the yarn is ugly. Wish there was something on every corner we could lock it to.”

# Online Survey: Safety

---

- YES
- “Because the corral is at an intersection, cars approach slowly and I never felt endangered using the corral.”
- “Like all outdoor parking though, I feel somewhat concerned that somebody will try to break my lock.”
- “Hate being in the street with it.”

# Online Survey: Cleanliness

---

- YES
- “Yarn all over.”
- “Thanks, Harmony Café staff.”



# Online Survey: Parking

---

- NO
- “I see this as an addition to downtown Appleton. Please consider another corral on West College.”
- “Not at all.”
- “Parking is sparse downtown anyway. And it’s not just one stall – makes parking in the one next to it difficult, too.”

# Online Survey: Winter

---

- MIXED
- “This is my only mode of transportation.”
- “Probably not. Biking in Appleton in the winter is ‘iffy.’”
- “I don’t bike in the winter.”
- “I put my bike inside my office during the colder months.”

# Online Survey: Future

---

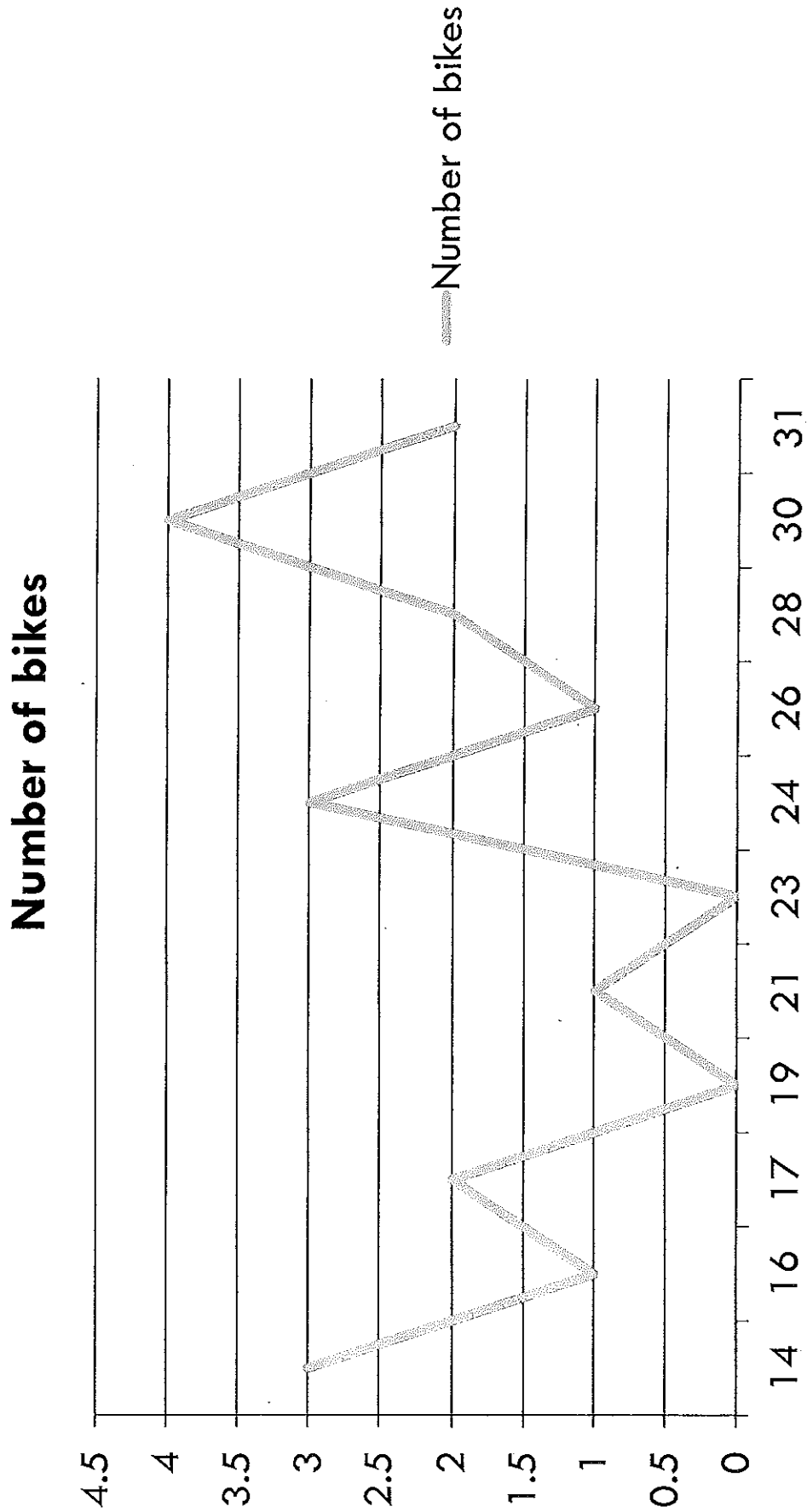
- YES
- “In front of the Building For Kids and down by the PAC.”
- “1 on every block from Richmond to LU.”
- “EVERY street corner should have one.”

# Online Survey: Comments

---

- “More bike lanes would be great for the city.”
- “Traditional bike racks would accommodate more bikes with more access to lock up bike.”
- “I’m glad Appleton has a bike corral.”
- “We need a bike lane to make it easier to get to the bike corral.”
- “10:1 bike to car ratio.”

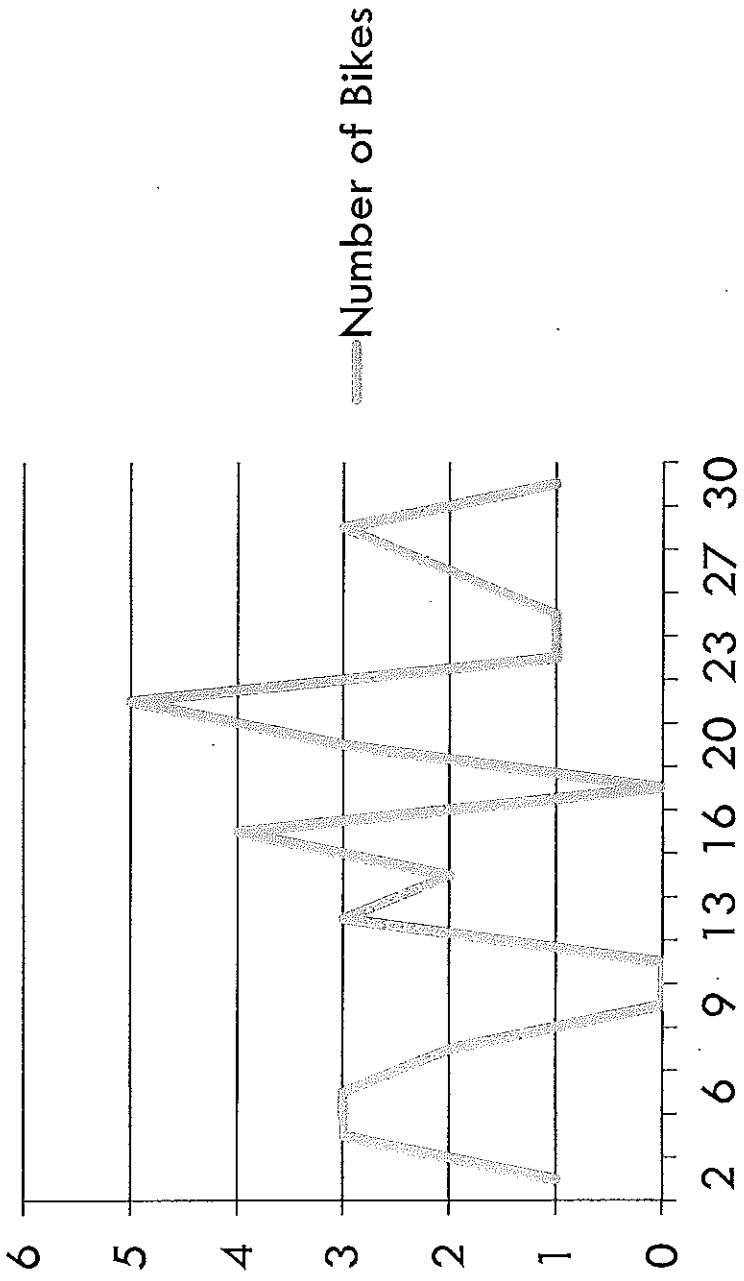
# Usage of Corral: May



# Usage of Corral: June

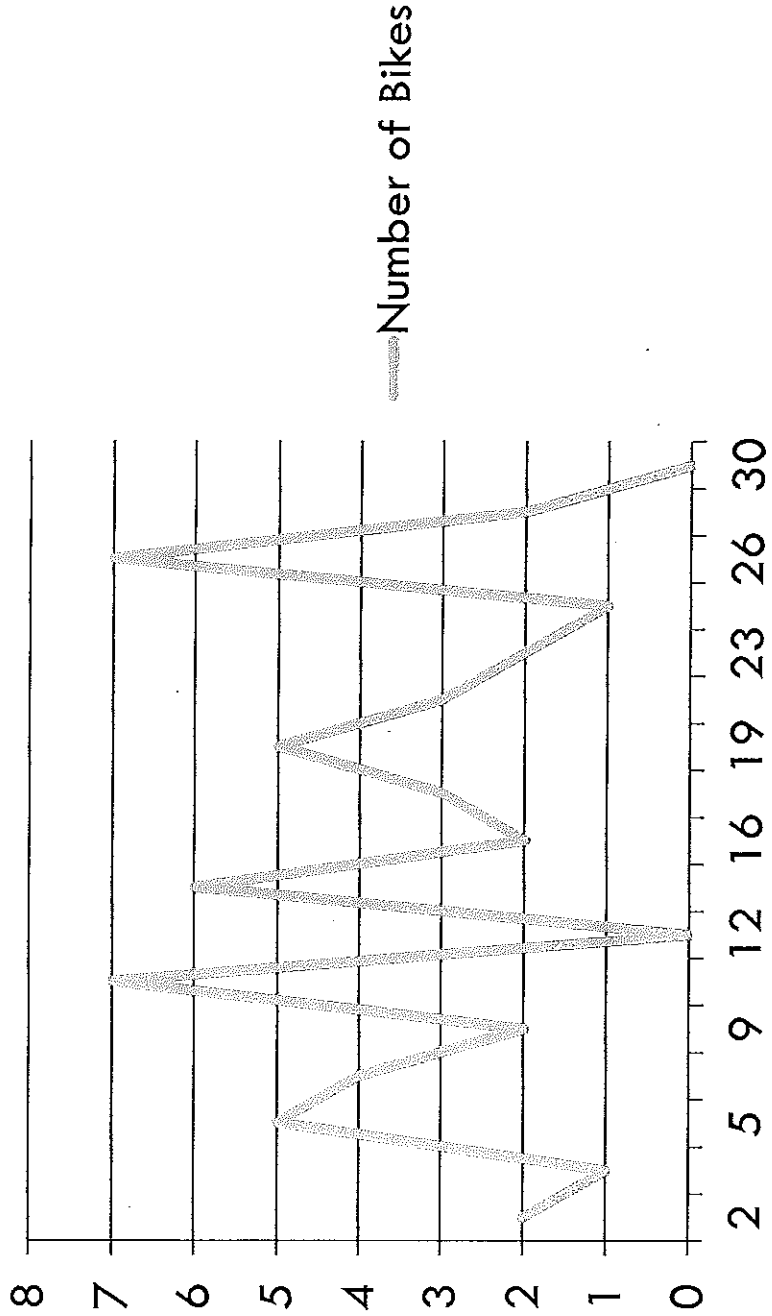


Number of Bikes



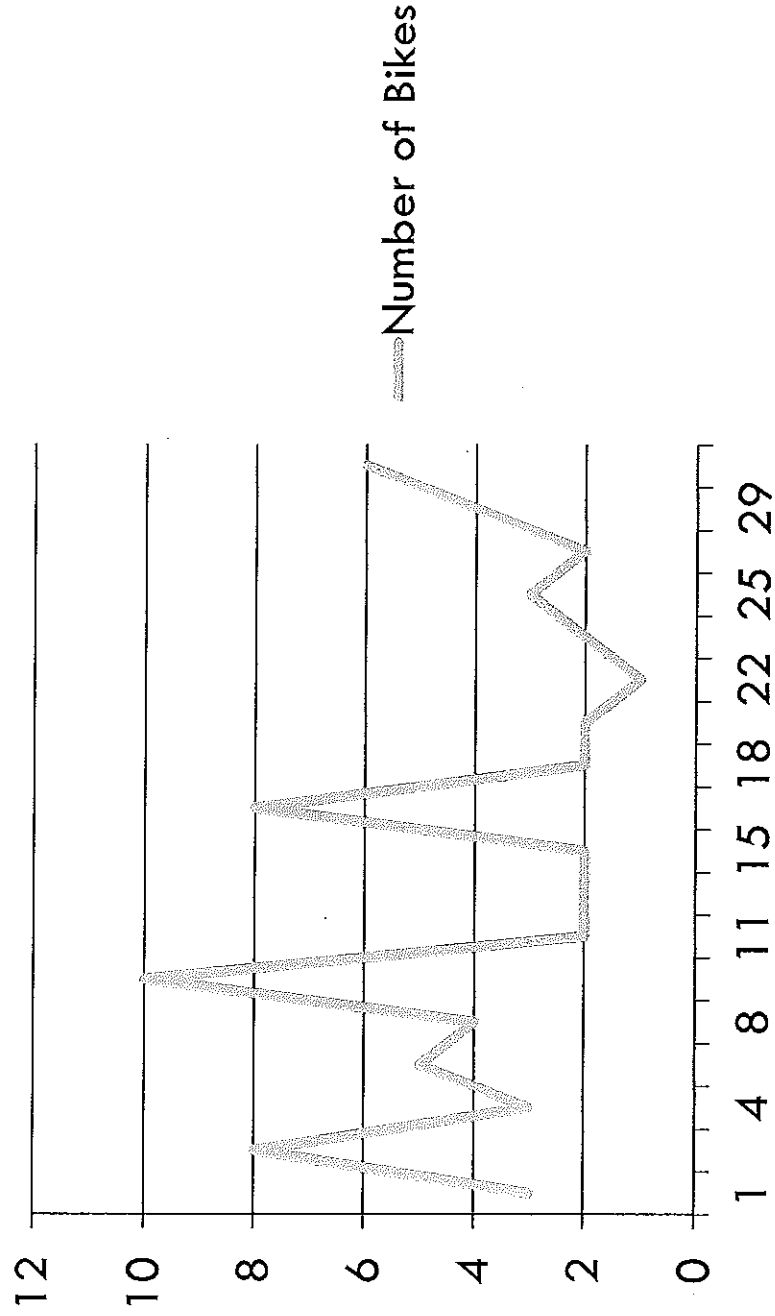
# Usage of Corral: July

Number of Bikes



# Usage of Corral: August

Number of Bikes





# Usage of Corral: September

Number of Bikes

