

# Platinum Committee Vision Statement

Make bicycling an integral part of daily life in Madison, thereby making Madison a model for health promotion, environmental sustainability, and quality of life.

# Over 100 recommendations

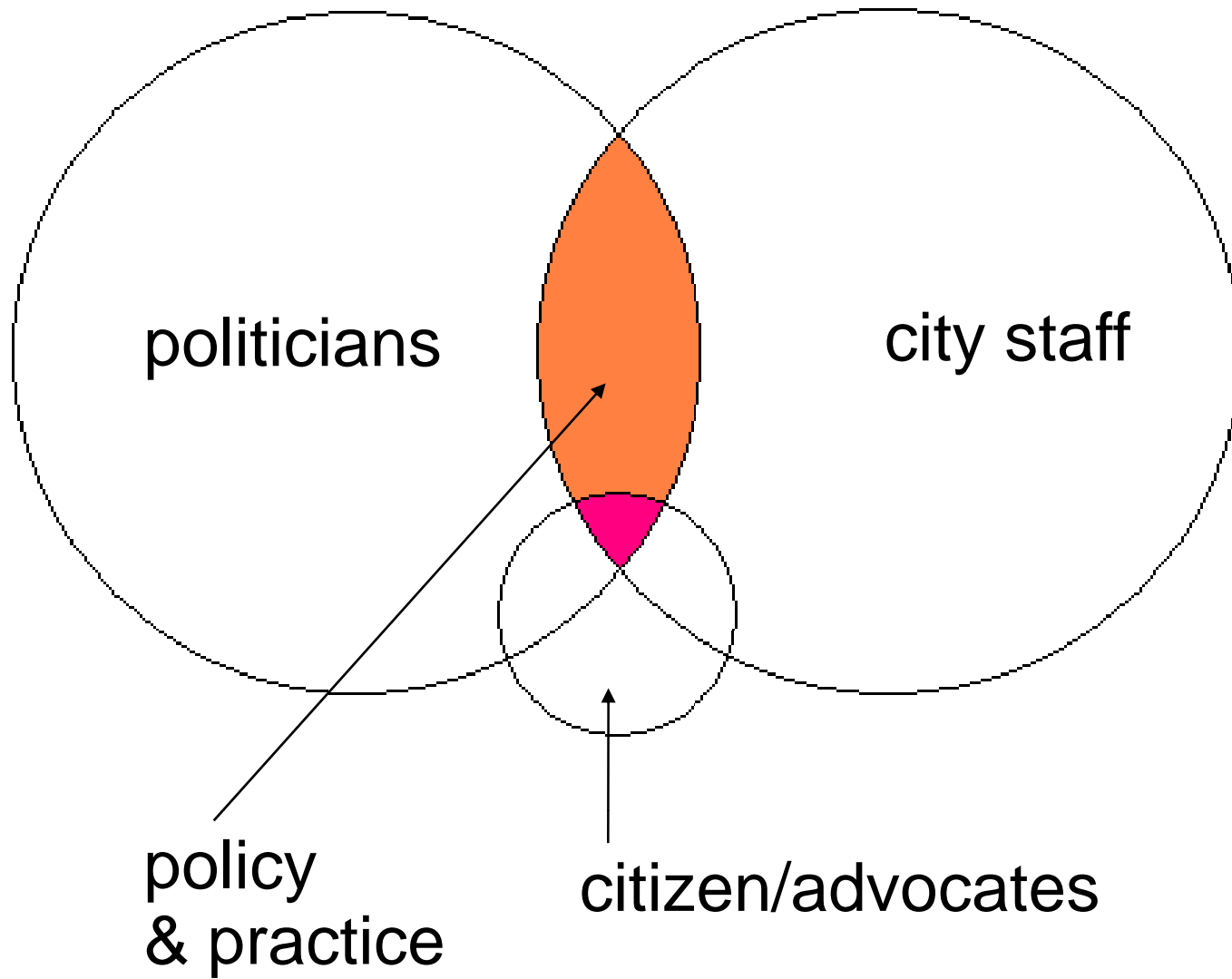
1. Quarterly interdepartmental bike planning coordinating meetings AND annual inter-governmental bike planning meetings
2. Build a bicycle boulevard
3. Institute a formal bike program within the police dept. that allows and encourages officers to patrol by bike.

# Download Madison's Platinum report

[www.cityofmadison.com/trafficEngineering/bicyclingPlatinum.cfm](http://www.cityofmadison.com/trafficEngineering/bicyclingPlatinum.cfm)

or

[jay@planetbike.com](mailto:jay@planetbike.com)



# Take-aways

1. Convene a broad group of stakeholders
2. Focus on the roadblocks to implementation

“Build it and they will come”

or

“People will use whatever you give them.”

If you give them great roads, they drive a car

If you give them great transit, they ride the train

If you give them great bike paths, they go by bike

If you give them great pedestrian zones, they walk

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