**Case Study**

**Walkable Washington**

The Walkable Washington program grew out of the Feet First Cities Program. It showcases exceptional pedestrian-oriented improvements, community groups and outreach programs; maintains a statewide network for key contacts and stakeholders including an annual symposium; and provides assistance with Safe Routes to School, walking audits and other educational activities and programs.

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**Clark County Bicylce and Pedestrian Master Plan**

**Vancouver, WA**

**Description and purpose**

The 2010 Clark County Bicycle and Pedestrian Master Plan lays out a twenty year implementation strategy designed to improve bike and walkability. In both 1972 and 1996, Clark County implemented successful bike plans, but the 2010 Master Plan is the first to incorporate a pedestrian component. Currently, Clark County is working through the Master Plan’s prioritized projects list in order to develop a physical infrastructure that promotes biking and walking as a feasible transportation option. This entails reducing pedestrian and bicycle travel times, increasing safety for non-automobile users on roadways, continuing maintenance, and increasing attention to design elements in future road projects. Furthermore, in order to increase the number of people choosing alternative modes of transportation, Clark County involves the public in the process through education, encouragement and enforcement programs. On that note, the public has an active voice during the 20 year implementation phase through the Bicycle and Pedestrian Advisory Committee.
Costs and funding
In order to improve the feasibility of walking and biking, the 2010 Master Plan predominantly focuses on funding for bicycle facilities and sidewalks. These projects are mainly funded in conjunction with capital road projects, but also receive some funding from private developers. These capital projects are funded through gas tax revenues and augmented by multiple state and federal grants, including several SAFTEA-LU programs. In regard to bicycle facilities, communities often leverage local money as a match for outside funding sources. In regard to infill projects or “spot” improvements in the sidewalk network, there is an ongoing Sidewalk Infill Program that is annually allocated money through the County Road Fund.

Implementation time-frame
Since 2010, Clark County has been following the goals, policies, and actions set out in the Master Plan for developing their bicycle and pedestrian network as well as encouraging walking and bicycling through public outreach programs. By 2030, Clark County hopes to have measurably increased the number of walkers and cyclists through six strategies: continue funding bicycle and pedestrian projects with the capital budget, leverage local funds to pursue grant opportunities, establish public/private funding opportunities and other partnership opportunities, work with the bicycle and pedestrian committee to pursue funding opportunities, integrate bicycle and pedestrian planning into Clark County’s planning process, and benchmark bicycle and pedestrian growth. During the development of the 2010 Master Plan, Alta Planning was brought in as a consultant, but the plan is implemented exclusively by the Clark County government. According to Gary Albrecht, the lead staff of Bicycle and Pedestrian Advisory Committee, the most significant obstacle to the process has been funding constraints. Occasionally, capital projects are not able to include all of the design aspects the 2010 Master Plan promotes because there are not enough funds dedicated to a project. For example, capital road projects might run out of funds to include bike lanes, because of unforeseen additional right-of-way costs or environmental constraints, despite the demands of the Bicycle and Pedestrian Advisory Committee.

Community involvement
During the development of the Master Plan, a number of public events were held in order to include public opinion and gauge support. Clark County held four open houses and a Board of Commissioners work session the summer of 2009, a Planning Commission work session and a Board of Commissioners work session the summer of 2010, and another Board of Board of Commissioners work session plus a Planning Commission Hearing and a Board of Commissioners Hearing the fall of 2010. Throughout the process, funding was considered the most controversial issue according to the public. Currently, the community continues to be involved in the Master Plan through the Bicycle and Pedestrian Advisory Committee. Thirteen citizens are appointed by the Board of Clark County Commissioners to serve a four year term on the committee and provide comments on the execution of the Master Plan. Furthermore, the committee played a major role in the Sunday Streets Alive event that connected the community through bicycling and walking.

Benefits and results
The 2010 Pedestrian and Bicycle Master Plan reaps public health, economic and safety benefits for Clark County. Walking and bicycling for exercise can reduce the cost of spending on health care by as much as $514 a year. Also, by replacing short car trips, bicycling and walking can help families defray transportation costs and spend more on local goods and services. Furthermore, walkable and bikeable neighborhoods increase homes values and result in additional property tax revenue as well as increased
individual wealth. Lastly, more walkers and cyclists on the road rather than cars increases the overall safety of the community. Moreover, Clark County’s Bicycle and Pedestrian Advisory Committee has been integral in raising public awareness of these benefits through community outreach programs as well as working with capital road projects on implementation.

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Resources
Clark County, WA Bicycle and Pedestrian Master Plan PDF

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