



MADISON, WI

TOTAL POPULATION

237,395

TOTAL AREA (sq. miles)

94.9

POPULATION DENSITY

3055

OF LOCAL BICYCLE FRIENDLY BUSINESSES **13**

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES **1**

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Diamond	Madison
Arterial and Major Collector Streets with Bike Lanes	90%	34%
Total Bicycle Network Mileage to Total Road Network Mileage	70%	21%
Public Education Outreach	EXCELLENT	GOOD
Share of Transportation Budget Spent on Bicycling	INSUFFICIENT DATA	5%
Bike Month and Bike to Work Events	EXCELLENT	VERY GOOD
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	YES	MEETS MONTHLY OR MORE
Bicycle-Friendly Laws & Ordinances	EXCELLENT	FEW
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	PER 10K	PER 23.7K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	5 /10
EDUCATION <i>Motorist awareness and bicycling skills</i>	4 /10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	6 /10
ENFORCEMENT <i>Promoting safety and protecting bicyclists' rights</i>	4 /10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	4 /10

KEY OUTCOMES

	Ave. Diamond	Madison
RIDERSHIP <i>Percentage of daily bicyclists</i>	20%	5.3%
SAFETY MEASURES CRASHES <i>Crashes per 10k daily bicyclists</i>	50	181
SAFETY MEASURES FATALITIES <i>Fatalities per 10k daily bicyclists</i>	0.2	0.8



KEY STEPS TO DIAMOND



» Continue work to update your 2000 bicycle plan to ensure that state-of-the-art bicycle facilities are included, and that infrastructure planning is complimented with encouragement, education, and enforcement programs to increase bicycling for transportation and recreation. Set bold goals and establish policies that will help ensure their accomplishment. For example, pre/post evaluation may be a valuable part of community outreach efforts for new infrastructure designs or other changes to the built environment whose trade-offs might not be immediately apparent without a substantive evaluation.

» Ensure that there are bicycle education opportunities specifically for people of color, low-income populations, and other specific demographic groups. By targeting education opportunities to certain groups those groups can be better

reached and their concerns addressed by the curriculum.

» Ensure good connectivity of your street network by adopting connectivity policies or standards. A well connected street network is associated with more walking, biking, and transit use due to greater directness of travel and more route choice options.

» Promote National Bike Month, Bike to Work Day or Bike to School Day by engaging the mayor and/or City Council in a bicycle ride that highlights how people can get around Madison by bike and the resources available to them that enable biking.

» As you update your bicycle plan, and other transportation plans, consider how the planning process can be inclusive and engage demographics that currently do not bike or have not participated in past planning efforts.