



FITCHBURG, WI

TOTAL POPULATION

27,154

POPULATION DENSITY

725.9

TOTAL AREA (sq. miles)

35

OF LOCAL BICYCLE FRIENDLY BUSINESSES 1

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES 1

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Gold	Fitchburg
Arterial and Major Collector Streets with Bike Lanes	65%	75%
Total Bicycle Network Mileage to Total Road Network Mileage	43%	31%
Public Education Outreach	VERY GOOD	GOOD
Share of Transportation Budget Spent on Bicycling	14%	10.6%
Bike Month and Bike to Work Events	VERY GOOD	VERY GOOD
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	YES	MEETS EVERY TWO MONTHS
Bicycle-Friendly Laws & Ordinances	VERY GOOD	FEW/GOOD
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	1 PER 32K	1 PER 45.3K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	3/10
EDUCATION <i>Motorist awareness and bicycling skills</i>	4/10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	5/10
ENFORCEMENT <i>Promoting safety and protecting bicyclists' rights</i>	4/10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	3/10

KEY OUTCOMES

	Average Gold	Fitchburg
RIDERSHIP <i>Percentage of Commuters who bike</i>	5.5%	1.2%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	100	346
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	0.6	0



KEY STEPS TO GOLD



- » Ensure that there are bicycle education opportunities specifically for women, seniors, families and other specific demographic groups. By specifically targeting education opportunities to certain groups you can ensure that those groups are better reached and their specific concerns are addressed by the curriculum.
- » Expand encouragement efforts during Bike Month in partnership with local bicycle advocacy groups. Increase your efforts on Bike to Work Day and Bike to School Day. Ensure to widely advertise all bicycle-themed community events and programs. For ideas and more information, visit <http://bikeleague.org/bikemonth>.

- » Update your 2009 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 usage.
- » Develop a design manual that meets current NACTO standards or endorse the NACTO Urban Bikeway Design Guide.
- » Adopt fair and equitable traffic laws. Local laws such as the requirement to register all bicycles and to not ride on sidewalks anywhere in the community can be used to discriminate against cyclists, restrict their right to travel, or reduce their relative safety should be repealed.