



WILLIAMSBURG, VA

TOTAL POPULATION

14,401

TOTAL AREA (sq. miles)

9.2

POPULATION DENSITY

1,565

OF LOCAL BICYCLE FRIENDLY BUSINESSES

0

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES

1

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	Williamsburg
High Speed Roads with Bike Facilities	40%	0%
Total Bicycle Network Mileage to Total Road Network Mileage	47%	28%
Bicycle Education in Schools	GOOD	EXCELLENT
Share of Transportation Budget Spent on Bicycling	11%	UNKNOWN
Bike Month and Bike to Work Events	GOOD	VERY GOOD
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS EVERY TWO MONTHS	QUARTERLY
Bicycle-Friendly Laws & Ordinances	SOME	ACCEPTABLE
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	1 PER 91K	1 PER 28K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	1.8 /10
EDUCATION <i>Motorist awareness and bicycling skills</i>	4.5 /10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	3.4 /10
ENFORCEMENT <i>Promoting safety and protecting bicyclists' rights</i>	4.1 /10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	2.6 /10

KEY OUTCOMES

	Average Silver	Williamsburg
RIDERSHIP <i>Percentage of Commuters who bike</i>	2.6%	2.3%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	549	0.0
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	7.3	0.0



KEY STEPS TO SILVER



» Adopt a Complete Streets policy and create implementation guidance. A Complete Streets policy should prompt the community to consider lane and/or road diets when repaving or otherwise doing major maintenance on roadways. Striping bicycle lanes as part of repaving operations can save 40% of the cost of adding a bicycle lane.

» Launch a bike share system that is open to the public. Bike sharing is a convenient, cost effective, and healthy way of encouraging residents, college students, and tourists to make short trips by bike and to bridge the "last mile" between public transit and destinations.

» Create a bicycle count program that utilizes several methods of data collection to create an understanding of current bicyclists and the effects of new facilities on bicycling in Williamsburg. Automated bicycle counters provide long-term data on bicycle use at fixed points in a community and mobile counters can provide periodic or before/

after data related to a change in your community's road or bicycle network.

» Develop outreach methods and programs that specifically target low-income areas of the community, in addition to general non-targeted outreach and media campaigns that discuss current and new bicycle facilities, safe driver and bicyclist behavior, and events related to walking and biking.

» Work with The College of William & Mary to support its Transportation Demand Management efforts, and collaborate with the campus on bicycle-related improvements in the community. Collaborations between universities and communities often include bike share, student projects based on bicycle-related data, bicycle parking, and the development of safe routes from community activity centers to campus centers.