



CONWAY, AR

TOTAL POPULATION
58,908

POPULATION DENSITY
1,275

TOTAL AREA (sq. miles)
46.2

OF LOCAL BICYCLE FRIENDLY BUSINESSES **1**

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES **2**

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	Conway
High Speed Roads with Bike Facilities	35%	3%
Total Bicycle Network Mileage to Total Road Network Mileage	48%	17%
Bicycle Education in Schools	GOOD	NEEDS IMPROVEMENT
Share of Transportation Budget Spent on Bicycling	11%	5%
Bike Month and Bike to Work Events	GOOD	GOOD
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS EVERY TWO MONTHS	MEETS AT LEAST MONTHLY
Bicycle-Friendly Laws & Ordinances	GOOD	EXCELLENT
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	1 PER 78K	1 PER 295K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	3.0 /10
EDUCATION <i>Motorist awareness and bicycling skills</i>	3.3 /10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	3.5 /10
ENFORCEMENT <i>Promoting safety and protecting bicyclists' rights</i>	3.6 /10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	4.0 /10

KEY OUTCOMES

	Average Silver	Conway
RIDERSHIP <i>Percentage of Commuters who bike</i>	2.7%	0.30%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	537	1,146
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	6.3	0



KEY STEPS TO SILVER



» Ensure that your Complete Streets policy is followed for all projects, and that compliance is tracked. Ensuring compliance with a Complete Streets policy is an important and often low-cost way to add to your bicycle network. Striping bicycle lanes as part of repaving operations can save 40% of the cost of adding a bicycle lane. If necessary, revisit your Complete Streets policy and process to ensure better compliance.

» Continue to increase the amount of high quality bicycle parking throughout the community. Ensure that APBP-compliant bicycle parking is available in areas near popular destinations and urban activity centers. Without secure and convenient bike parking it is difficult for a person to choose to ride their bicycle for transportation or utilitarian trips.

» Expand bicycle safety education to be a routine part of education for students of all ages, and ensure that schools and the surrounding neighborhoods are particularly safe and convenient for biking and walking. Work with local bicycle groups and interested parents to create Safe Routes to School programming for all K-12 schools.

» Develop a community-wide trip reduction ordinance/program, incentive program, and/or a Guaranteed Ride Home program to encourage and support bike commuters in Conway.

» Adopt a comprehensive road safety plan or a Vision Zero policy to create engineering, education, and enforcement strategies to reduce traffic crashes and deaths for all road users, including bicyclists and pedestrians. Road diets, lane diets, and traffic calming treatments are important engineering components for addressing safety.

» Continue to develop a bicycle count program that utilizes several methods of data collection including automated bicycle counters to provide long-term data on bicycle use at fixed points and mobile counters to provide periodic or before/after data related to a changes in your community's road or bicycle network.

» Adopt a target level of bicycle use (percent of trips) to be achieved within a specific timeframe, and ensure data collection necessary to monitor progress.