



# MADISON, WI

TOTAL POPULATION

**258,054**

POPULATION DENSITY

**3,321**

TOTAL AREA (sq. miles)

**77.7**

# OF LOCAL BICYCLE FRIENDLY BUSINESSES **11**

# OF LOCAL BICYCLE FRIENDLY UNIVERSITIES **1**

## 10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Diamond	Madison
High Speed Roads with Bike Facilities	<b>90%</b>	<b>49%</b>
Total Bicycle Network Mileage to Total Road Network Mileage	<b>70%</b>	<b>28%</b>
Bicycle Education in Schools	<b>EXCELLENT</b>	<b>NEEDS IMPROVEMENT</b>
Share of Transportation Budget Spent on Bicycling	<b>INSUFFICIENT DATA</b>	<b>UNKNOWN</b>
Bike Month and Bike to Work Events	<b>EXCELLENT</b>	<b>VERY GOOD</b>
Active Bicycle Advocacy Group	<b>YES</b>	<b>YES</b>
Active Bicycle Advisory Committee	<b>YES</b>	<b>NONE</b>
Bicycle-Friendly Laws & Ordinances	<b>EXCELLENT</b>	<b>ACCEPTABLE</b>
Bike Plan is Current and is Being Implemented	<b>YES</b>	<b>YES</b>
Bike Program Staff to Population	<b>PER 10K</b>	<b>26K</b>

## CATEGORY SCORES

<b>ENGINEERING</b> <i>Bicycle network and connectivity</i>	<b>5.3 /10</b>
<b>EDUCATION</b> <i>Motorist awareness and bicycling skills</i>	<b>4.6 /10</b>
<b>ENCOURAGEMENT</b> <i>Mainstreaming bicycling culture</i>	<b>6.6 /10</b>
<b>ENFORCEMENT</b> <i>Promoting safety and protecting bicyclists' rights</i>	<b>3.4 /10</b>
<b>EVALUATION &amp; PLANNING</b> <i>Setting targets and having a plan</i>	<b>6.0 /10</b>

## KEY OUTCOMES

	Diamond	Madison
<b>RIDERSHIP</b> <i>Percentage of commuters who bike</i>	<b>20%</b>	<b>4.78%</b>
<b>SAFETY MEASURES CRASHES</b> <i>Crashes per 10k bicycle commuters</i>	<b>50</b>	<b>155</b>
<b>SAFETY MEASURES FATALITIES</b> <i>Fatalities per 10k bicycle commuters</i>	<b>0.0</b>	<b>0.58</b>



## KEY STEPS TO DIAMOND

- » 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.
- » Host a League Cycling Instructor (LCI) seminar to increase the number of local LCIs in your community. Having several active instructors in the area will enable you to expand cycling education for youth and adults, recruit more knowledgeable cycling ambassadors, deliver Bicycle Friendly Driver education to motorists, and have experts available to assist in encouragement programs. Visit [bikeleague.org/ridesmart](http://bikeleague.org/ridesmart) for more information.

- » 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. Follow the recommendations of the 2018 Dane County Bicycle and Pedestrian Crash Study, and continue to increase data collection efforts to better understand the causes or bicycle crashes in Madison.
- » Create an official Bicycle & Pedestrian Advisory Committee (BPAC) to create a systematic method for ongoing citizen input into the development of important policies, plans, and projects. Ensure that the members of the committee reflect the diversity and ability levels of cyclists in your community.