



# JAMES CITY COUNTY, VA

TOTAL POPULATION

75,524

TOTAL AREA (sq. miles)

142.4

POPULATION DENSITY

530

# OF LOCAL BICYCLE FRIENDLY BUSINESSES

0

# OF LOCAL BICYCLE FRIENDLY UNIVERSITIES

0

## 10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Bronze	James City County
High Speed Roads with Bike Facilities	20%	12%
Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage	25%	11%
Bicycle Education in Schools	AVERAGE	ACCEPTABLE
Share of Transportation Budget Spent on Bicycling	7%	UNKNOWN
Bike Month and Bike to Work Events	AVERAGE	ACCEPTABLE
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS QUARTERLY	MEETS QUARTERLY
Bicycle-Friendly Laws & Ordinances	AVERAGE	NEEDS IMPROVEMENT
Bike Plan is Current and is Being Implemented	YES	SOMEWHAT
Bike Program Staff to Population	1 PER 154K	1 PER 755K

## CATEGORY SCORES

### ENGINEERING

Bicycle network and connectivity

2.12 /10

### EDUCATION

Motorist awareness and bicycling skills

4.16 /10

### ENCOURAGEMENT

Mainstreaming bicycling culture

2.34 /10

### EVALUATION & PLANNING

Setting targets and having a plan

2.73 /10

## KEY OUTCOMES

	Average Bronze	James City County
<b>RIDERSHIP</b> Percentage of commuters who bike	1.3%	0.26%
<b>SAFETY MEASURES CRASHES</b> Crashes per 10k bicycle commuters	1093	706
<b>SAFETY MEASURES FATALITIES</b> Fatalities per 10k bicycle commuters	20	118



## KEY STEPS TO BRONZE

- » Develop a design manual for bike facilities that meets current national standards or adopt the FHWA's Small Town and Rural Multimodal Network Guide or NACTO's Urban Bikeway Design Guide. This will make it easier for County staff to propose and implement bicycle facility designs that have been shown to improve conditions for people who bike in other similar communities throughout the United States. Ensure that your community follows a bicycle facility selection criteria that increases separation and protection of bicyclists based on levels of motor vehicle speed and volume.
- » Increase the amount of high quality bicycle parking throughout the community. Conduct a bike parking study or

audit to determine current conditions of bike parking, both in terms of quality and quantity. Develop community-wide Bicycle Parking Standards to ensure that APBP-compliant bicycle parking is available in areas near transit and urban activity centers. (See [apbp.org/bicycle-parking-solutions](http://apbp.org/bicycle-parking-solutions))

- » Develop a system of bicycle boulevards, utilizing quiet neighborhood streets, that creates an attractive, convenient, and comfortable cycling environment welcoming to cyclists of all ages and skill levels. Use the Bicycle Boulevards section of the NACTO Urban Bikeway Design Guide for design guidelines. James City County has a higher than average percentage of low-speed roads and these roads may make suitable bicycle

KEY STEPS CONTINUED ON PAGE 2...



# JAMES CITY COUNTY, VA

Fall 2020

## KEY STEPS TO BRONZE CONTINUED

routes with high quality wayfinding and targeted treatments at intersections. Ensure that neighborhoods are also connected to each other and to workplaces, schools, and other popular destinations by continuing to develop a cohesive County-wide bikeway network utilizing low-stress, protected facilities.

- » 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, commuter incentive program, and a Guaranteed Ride Home program to encourage and support bike commuters in James City County.
- » Continue to build bike culture and promote cycling during Bike Month and throughout the year in your community through a variety of signature events, rides, celebrations, commuter challenges and more. Partner with The College of William and Mary on bicycling events and other education/encouragement activities.
- » Increase the amount of staff time spent on improving conditions for people who bike and walk, either by creating a new dedicated position or expanding the responsibilities of

current staff.

- » Develop and adopt an official dedicated bicycle master plan for your community. A bicycle master plan is a critical step to improving conditions for bicycling and institutionalizing processes for continual improvement, and should include specific and measurable goals and dedicated funding for implementation.
- » 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. Observational counts and surveys can supplement automated data in order to collect demographic information and examine social equity goals.
- » Your application indicated the existence of multiple laws that restrict the movement of bicyclists or which may discourage people from bicycling, such as an all-ages mandatory helmet law, mandatory side path and bike lane use laws, and e-bike restrictions. The County should review these ordinances and any data on citations and crashes that is available to understand whether they are necessary and improving safety. The problems that motivate these restrictions can often be better addressed by engineering and educational efforts, rather than enforcement.

### MORE RESOURCES FOR IMPROVING YOUR COMMUNITY:

- » League of American Bicyclists: <https://www.bikeleague.org>
- » Guide to the BFC Report Card: [https://bikeleague.org/sites/default/files/Guide\\_to\\_the\\_Bicycle\\_Friendly\\_Community\\_Report\\_Card.pdf](https://bikeleague.org/sites/default/files/Guide_to_the_Bicycle_Friendly_Community_Report_Card.pdf)
- » Resources for Building a Bicycle Friendly Community: [https://bikeleague.org/BFC\\_Resources](https://bikeleague.org/BFC_Resources)
- » Building Blocks of a Bicycle Friendly Community: <https://bikeleague.org/content/building-blocks-bicycle-friendly-communities>
- » The Five E's: <https://bikeleague.org/5-es>
- » Community FAQs & Resources: <https://bikeleague.org/content/community-faq-resources>
- » Smart Cycling Program: <https://bikeleague.org/ridesmart>
- » Advocacy Reports and Resources: <https://bikeleague.org/reports>
- » Bicycle Friendly Business Program: <https://bikeleague.org/business>
- » National Bike Month: <https://bikeleague.org/bikemonth>

