



JAMES CITY COUNTY, VA

TOTAL POPULATION

76,211

POPULATION DENSITY

535

TOTAL AREA (sq. miles)

142.44

OF LOCAL BICYCLE FRIENDLY BUSINESSES

1

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES

1

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Bronze	James City County
High Speed Roads with Bike Facilities	20%	14%
Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage	25%	14%
Bicycle Education in Schools	AVERAGE	VERY GOOD
Share of Transportation Budget Spent on Bicycling	9%	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	ACCEPTABLE
Bike Plan is Current and is Being Implemented	YES	SOMEWHAT
Bike Program Staff to Population	1 PER 139K	1 PER 51K

CATEGORY SCORES

ENGINEERING

Bicycle network and connectivity

2.5 /10

EDUCATION

Motorist awareness and bicycling skills

4.9 /10

ENCOURAGEMENT

Mainstreaming bicycling culture

2.9 /10

EVALUATION & PLANNING

Setting targets and having a plan

3.2 /10

KEY OUTCOMES

	Average Bronze	James City County
RIDERSHIP <i>Percentage of commuters who bike</i>	1.3%	0.06%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	1,093	2,762
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	20	95.24



KEY STEPS TO BRONZE

- » Continue to improve and expand the low-stress bike network for all ages and abilities, and 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.
- » 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.

- » Continue to increase the amount of high quality bicycle parking throughout the community, and to upgrade the quality of existing bike parking to meet APBP standards. Adopt a bike parking ordinance for new and existing buildings that specifies the amount and location of secure, convenient, APBP-compliant bike parking available.
- » Expand bicycle education opportunities for adults. Consider ways to target demographics who currently do not feel safe riding with classes or events that address their concerns and create an inclusive, welcoming environment.
- » Work with local League Cycling Instructors (LCIs) to offer Bicycle Friendly Driver training to motorists in James City

KEY STEPS CONTINUED ON PAGE 2...



JAMES CITY COUNTY, VA

Fall 2021

KEY STEPS TO BRONZE CONTINUED

County, particularly to professional drivers and fleet operators.

- » 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 for more information.
- » Work with the local school district and interested parents to organize a Bike to School Day event every Fall and Spring. Bike to School Day events can include competitions related to bicycle use, outreach to parents, and coordination between the schools and the city to create safer routes to schools.
- » 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.

- » 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.
- » Adopt a goal to eliminate traffic fatalities and serious injuries and support this goal with a comprehensive road safety plan or a Vision Zero policy to identify specific strategies to reduce traffic crashes and deaths for all road users, including bicyclists and pedestrians. Introducing low stress bikeway facilities and lowering vehicle speeds through traffic calming treatments are important engineering components for addressing roadway safety.
- » 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. Ensure that this position is well supported with training and professional development opportunities to stay up-to-speed on the latest best practices and safety guidelines for bicycle planning, outreach, and infrastructure.

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
- » Resources for Building a Bicycle Friendly Community: https://bikeleague.org/BFC_Resources
- » Building Blocks of a Bicycle Friendly Community: <https://bikeleague.org/content/building-blocks-bicycle-friendly-communities>
- » About the BFC Application Process: <https://bikeleague.org/content/about-bfc-application-process>
- » The Five E's: <https://bikeleague.org/5-es>
- » Tips for Aspiring BFCs: <https://bikeleague.org/BFC-tips>
- » 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>

