



# SOMERS POINT, NJ

TOTAL POPULATION

10,321

TOTAL AREA (sq. miles)

5.23

POPULATION DENSITY

1973

# OF LOCAL BICYCLE FRIENDLY BUSINESSES

0

# OF LOCAL BICYCLE FRIENDLY UNIVERSITIES

0

## 10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Bronze	Somers Point
High Speed Roads with Bike Facilities	20%	0%
Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage	25%	5%
Bicycle Education in Schools	AVERAGE	AVERAGE
Share of Transportation Budget Spent on Bicycling	9%	11%
Bike Month and Bike to Work Events	AVERAGE	NEEDS IMPROVEMENT
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 25.8K

## CATEGORY SCORES

### ENGINEERING

Bicycle network and connectivity

1.7 /10

### EDUCATION

Motorist awareness and bicycling skills

2.2 /10

### ENCOURAGEMENT

Mainstreaming bicycling culture

1.0 /10

### EVALUATION & PLANNING

Setting targets and having a plan

3.9 /10

## KEY OUTCOMES

### RIDERSHIP

Percentage of commuters who bike

1.3%

1.27%

### SAFETY MEASURES CRASHES

Crashes per 10k bicycle commuters

1093

DATA NOT COLLECTED

### SAFETY MEASURES FATALITIES

Fatalities per 10k bicycle commuters

20

0



## KEY STEPS TO BRONZE

- » Continue to improve and expand your bike facilities to develop a well-connected low-stress bike network for all ages and abilities. 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.
- » Take advantage of Somers Point's high number of low-speed streets. Develop a network of bike boulevards/neighborhood greenways to encourage and optimize bicycle travel on low-stress corridors. Diverters, wayfinding, chicanes, and other treatments can be effective at reducing vehicle speeds and promoting the bicycle-oriented nature of a bike boulevard.
- » 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.

- » Develop a design manual for bike facilities that meets current national standards or adopt the FHWA's Small Town and Rural Multimodal Network Guide. This will make it easier for City 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

KEY STEPS CONTINUED ON PAGE 2...



# SOMERS POINT, NJ

Fall 2021

## KEY STEPS TO BRONZE CONTINUED

new and existing buildings that specifies the amount and location of secure, convenient bike parking available. Develop community-wide Bicycle Parking Standards that adhere to current APBP guidelines. (See [www.apbp.org/bicycle-parking-solutions](http://www.apbp.org/bicycle-parking-solutions))

» Improve bicycle safety education for students of all ages by incorporating on-bicycle education opportunities and by expanding the program to all K-12 schools. Providing bicycles in schools for on-bike education ensures that all students can learn to safely ride a bicycle regardless of the availability of a bicycle in their household. Work with the school district, local bicycle groups, and interested parents to expand and improve the Safe Routes to School program.

» Develop 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.

» Increase the number of local League Cycling Instructors (LCIs) in your community, either by hosting an LCI seminar or sponsoring a City staffer or local bike advocate to attend an existing seminar elsewhere. 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.

» Work with local bike advocates and the Somers Point Business Association to create a Bike to Work Day event for local employers and commuters. Bike to Work Day often involves a central "pit stop" station with food, community groups, and elected officials promoting and helping people to choose to bike to work.

» Create an incentive program for businesses to provide standard bike parking, and to develop year-round workplace bicycling programs for their employees. Use the framework of the Bicycle Friendly Business program to engage with more local businesses, agencies, and organizations to promote cycling to their employees and customers.

» Begin the process of creating a new Bicycle Master Plan or updating your 2014 Bicycle and Pedestrian Circulation Study. Regularly updating your bicycle plan is key to improving conditions for bicycling, adhering to evolving best practices and national standards, and institutionalizing processes for continual evaluation and improvement. Ensure the new plan includes specific and measurable goals and performance measures to track progress, and is supported by a dedicated budget for implementation.

» 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. Continue to develop 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 Somers Point. 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. Observational counts and surveys can supplement automated data in order to collect demographic information and examine social equity goals.

» Work with NJDOT and local emergency responders to collect, track, and analyze bike crash data at the city level. Tracking this data is an important step to addressing bike safety. Data about crashes should be used to identify where projects can resolve or mitigate safety issues.

## 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>
- » 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>

