



MENASHA, WI

TOTAL POPULATION
18,268

POPULATION DENSITY
2357

TOTAL AREA (sq. miles)
7.75

OF LOCAL BICYCLE FRIENDLY BUSINESSES **0**

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES **0**

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	Menasha
High Speed Roads with Bike Facilities	35%	0%
Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage	48%	19%
Bicycle Education in Schools	GOOD	AVERAGE
Share of Transportation Budget Spent on Bicycling	11%	7%
Bike Month and Bike to Work Events	GOOD	VERY GOOD
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS EVERY TWO MONTHS	MEETS QUARTERLY
Bicycle-Friendly Laws & Ordinances	GOOD	VERY GOOD
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	1 PER 78K	1 PER 182.7K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	2.9 /10
EDUCATION <i>Motorist awareness and bicycling skills</i>	4.3 /10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	5.0 /10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	4.7 /10

KEY OUTCOMES

	Average Silver	Menasha
RIDERSHIP <i>Percentage of Commuters who bike</i>	2.7%	0.31%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	537	1,552
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	6.3	0



KEY STEPS TO SILVER



- » Congratulations on adopting a Complete Streets policy directing transportation planners and engineers to routinely design and operate the entire right-of-way to enable safe access for all users. It is important to ensure that there is a strong implementation and compliance process for this new policy going forward.
- » 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. Consider using FHWA's Bikeway Selection Guide: https://safety.fhwa.dot.gov/ped_bike/tools_solve/docs/fhwasa18077.pdf

- » Develop a design manual that meets current NACTO standards or adopt the NACTO Urban Bikeway Design Guide or 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 cities throughout the United States.
- » 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

KEY STEPS CONTINUED ON PAGE 2...



MENASHA, WI

Fall 2021

KEY STEPS TO **SILVER** CONTINUED

groups, and interested parents to expand and improve the Safe Routes to School program.

» Continue to increase the amount of high quality bicycle parking throughout the community. Adopt a bike parking ordinance for 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:
www.apbp.org/bicycle-parking-solutions

» 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 Menasha. 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.

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 Current and 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>

