



# NORTHAMPTON, MA

TOTAL POPULATION

29,000

POPULATION DENSITY

805

TOTAL AREA (sq. miles)

36

# OF LOCAL BICYCLE FRIENDLY BUSINESSES

1

# OF LOCAL BICYCLE FRIENDLY UNIVERSITIES

0

## 10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	Northampton
High Speed Roads with Bike Facilities	35%	14%
Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage	48%	17%
Bicycle Education in Schools	GOOD	ACCEPTABLE
Share of Transportation Budget Spent on Bicycling	11%	5%
Bike Month and Bike to Work Events	GOOD	ACCEPTABLE
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS EVERY TWO MONTHS	MEETS AT LEAST MONTHLY
Bicycle-Friendly Laws & Ordinances	GOOD	GOOD
Bike Plan is Current and is Being Implemented	YES	YES BUT NO FUNDING
Bike Program Staff to Population	1 PER 78K	1 PER 97K

## CATEGORY SCORES

<b>ENGINEERING</b> <i>Bicycle network and connectivity</i>	4.4/10
<b>EDUCATION</b> <i>Motorist awareness and bicycling skills</i>	2.6/10
<b>ENCOURAGEMENT</b> <i>Mainstreaming bicycling culture</i>	3.5/10
<b>EVALUATION &amp; PLANNING</b> <i>Setting targets and having a plan</i>	3.8/10

## KEY OUTCOMES

	Average Silver	Northampton
<b>RIDERSHIP</b> <i>Percentage of Commuters who bike</i>	2.7%	2.3%
<b>SAFETY MEASURES CRASHES</b> <i>Crashes per 10k bicycle commuters</i>	537	411
<b>SAFETY MEASURES FATALITIES</b> <i>Fatalities per 10k bicycle commuters</i>	6.3	5.9



## KEY STEPS TO SILVER



- » 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.
- » Lower speed limits on residential streets to 25 mph or less. Introduce road diets and traffic calming measures to ensure compliance. Develop a system of bicycle boulevards, utilizing these 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.

- » Increase the amount of high quality bicycle parking throughout the community, and work to upgrade the quality of existing bike parking to meet APBP standards.
- » 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.

KEY STEPS CONTINUED ON PAGE 2...



# NORTHAMPTON, MA

Fall 2021

## KEY STEPS TO SILVER CONTINUED

- » 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.
- » 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.
- » 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](https://bikeleague.org/ridesmart) for more information.
- » Encourage more local businesses, agencies, and organizations to promote cycling to their employees and customers and to seek recognition through the Bicycle Friendly Business program.
- » Congratulations on recently updating the Walk Bike Northampton Comprehensive Plan! Ensure that there is dedicated funding for the implementation of all types of bicycle infrastructure recommended by the updated plan.
- » 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 comprehensive road safety plan or a formal 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.

### 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 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>

