



SALEM, MA

TOTAL POPULATION

43,252

POPULATION DENSITY

5217.37

TOTAL AREA (sq. miles)

8.29

OF LOCAL BICYCLE FRIENDLY BUSINESSES

0

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES

0

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	Salem
High Speed Roads with Bike Facilities	35%	0%
Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage	48%	16%
Bicycle Education in Schools	GOOD	VERY GOOD
Share of Transportation Budget Spent on Bicycling	11%	2%
Bike Month and Bike to Work Events	GOOD	NEEDS IMPROVEMENT
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
Bike Program Staff to Population	1 PER 78K	1 PER 21.6K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	3.9 /10
EDUCATION <i>Motorist awareness and bicycling skills</i>	2.8 /10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	2.9 /10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	5.4 /10

KEY OUTCOMES

	Average Silver	Salem
RIDERSHIP <i>Percentage of Commuters who bike</i>	2.7%	1.06%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	537	246
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	6.3	0



KEY STEPS TO SILVER



- » Develop a design manual that meets current NACTO standards or adopt the NACTO Urban Bikeway Design 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.
- » 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.
- » Take advantage of Salem'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.

- » 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 the school district, local bicycle groups, and interested parents to create Safe Routes to School programming for all K-12 schools. Providing bicycles in schools for more universal on-bike education would ensure that all students can learn to safely ride a bicycle regardless of the availability of a bicycle in their household.

KEY STEPS CONTINUED ON PAGE 2...



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KEY STEPS TO **SILVER** CONTINUED

- » 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 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.
- » Encourage Salem State University to apply to the Bicycle Friendly University program to help identify more ways the campus and administrators can support bicycling safety and promotion to students, staff, faculty, neighboring residents, and visitors.
- » 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 Salem. 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>

