



WILLIAMSBURG, VA

TOTAL POPULATION

15,457

POPULATION DENSITY

1680

TOTAL AREA (sq. miles)

9.2

OF LOCAL BICYCLE FRIENDLY BUSINESSES

1

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES

1

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	Williamsburg
High Speed Roads with Bike Facilities	35%	0%
Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage	48%	47%
Bicycle Education in Schools	GOOD	VERY GOOD
Share of Transportation Budget Spent on Bicycling	11%	4%
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 BUT NO FUNDING
Bike Program Staff to Population	1 PER 78K	1 PER 30.9K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	3.2/10
EDUCATION <i>Motorist awareness and bicycling skills</i>	4.5/10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	3.9/10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	4.2/10

KEY OUTCOMES

	Average Silver	Williamsburg
RIDERSHIP <i>Percentage of Commuters who bike</i>	2.7%	2.2%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	537	1,812
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	6.3	0



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. Consider treatments such as colored bike lanes in conflict areas and converting bike lanes into protected bike lanes.

» Adopt a Complete Streets policy and create implementation guidance. By adopting a Complete Streets policy, communities direct their transportation planners and engineers to routinely design and operate the entire right-of-way to enable safe access for all users, regardless of age, ability, or mode of transportation. A Complete Streets policy should prompt the community to

consider lane and/or road diets when repaving or otherwise doing major maintenance on roadways. Striping bicycle lanes as part of repaving operations can save 40% of the cost of adding a bicycle lane.

» 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 bike parking available. Develop community-wide Bicycle Parking Standards that adhere to current APBP guidelines. (See www.apbp.org/bicycle-parking-solutions)

KEY STEPS CONTINUED ON PAGE 2...



WILLIAMSBURG, VA

Fall 2021

KEY STEPS TO **SILVER** CONTINUED

- » Continue efforts to launch a community-wide bike share system that is open to the public. Bike sharing is a convenient, cost effective, and healthy way of encouraging locals and visitors to make short trips by bike, make bicycling more accessible to all, and to bridge the 'last mile' between public transit and destinations.
- » 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 Williamsburg, particularly to professional drivers, law enforcement officers, and fleet operators.
- » Develop a community-wide trip reduction ordinance/ program, commuter incentive program, and a Guaranteed Ride Home program to encourage and support bike commuters in Williamsburg.
- » 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.
- » 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.
- » Establish a dedicated annual budget for implementation of your Bicycle Master Plan, in addition to funding for ongoing bicycle programming and infrastructure development/ maintenance.
- » 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.

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>

