



# ROGERS, AR

TOTAL POPULATION  
**63,420**

POPULATION DENSITY  
**1,671**

TOTAL AREA (sq. miles)  
**37.94**

# OF LOCAL BICYCLE FRIENDLY BUSINESSES **3**

# OF LOCAL BICYCLE FRIENDLY UNIVERSITIES **0**

## 10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	Rogers
High Speed Roads with Bike Facilities	37%	0%
Total Bicycle Network Mileage to Total Road Network Mileage	45%	11%
Bicycle Education in Schools	GOOD	GOOD
Share of Transportation Budget Spent on Bicycling	12%	5%
Bike Month and Bike to Work Events	GOOD	AVERAGE
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS EVERY TWO MONTHS	NONE
Bicycle-Friendly Laws & Ordinances	SOME	ACCEPTABLE
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	1 PER 100K	1 PER 58K

## CATEGORY SCORES

<b>ENGINEERING</b> <i>Bicycle network and connectivity</i>	<b>2.9</b> /10
<b>EDUCATION</b> <i>Motorist awareness and bicycling skills</i>	<b>5.6</b> /10
<b>ENCOURAGEMENT</b> <i>Mainstreaming bicycling culture</i>	<b>4.8</b> /10
<b>ENFORCEMENT</b> <i>Promoting safety and protecting bicyclists' rights</i>	<b>3.0</b> /10
<b>EVALUATION &amp; PLANNING</b> <i>Setting targets and having a plan</i>	<b>2.2</b> /10

## KEY OUTCOMES

	Average Silver	Rogers
<b>RIDERSHIP</b> <i>Percentage of Commuters who bike</i>	<b>2.6%</b>	<b>0.18%</b>
<b>SAFETY MEASURES CRASHES</b> <i>Crashes per 10k bicycle commuters</i>	<b>523</b>	<b>2,075</b>
<b>SAFETY MEASURES FATALITIES</b> <i>Fatalities per 10k bicycle commuters</i>	<b>5.8</b>	<b>0</b>



## KEY STEPS TO SILVER



- » Create an official Bicycle & Pedestrian Advisory Committee (BPAC) to create a systematic method for ongoing citizen input into the development of important policies, plans, and projects. Ensure that the members of the committee reflect the diversity and ability levels of cyclists in your community.
- » Continue to expand the bike network and improve connectivity through the use of different types of bicycle facilities appropriate for the speed and volume of motor vehicle traffic on each road.
- » Develop a design manual that meets current NACTO standards or adopt the NACTO Urban Bikeway Design Guide.
- » Appoint a Safe Routes to School Coordinator for the community and work with local bicycle groups and interested parents to expand Safe Routes to School programming for all schools.

- » Develop a community-wide trip reduction ordinance/program, incentive program, and/or a Guaranteed Ride Home program to encourage and support bike commuters in Rogers.
- » Work with law enforcement to ensure that enforcement activities are targeted at motorist infractions most likely to lead to crashes, injuries and fatalities among bicyclists. Traffic enforcement activities should be data-based and responsive to behaviors that have been observed to lead to crashes, injuries, and fatalities.
- » Adopt a comprehensive road safety plan or a Vision Zero policy to create engineering, education, and enforcement strategies to reduce traffic crashes for all road users, including bicyclists and pedestrians. Road diets, lane diets, and traffic calming treatments are important engineering components for addressing safety.