



MASON CITY, IA

TOTAL POPULATION

28,079

POPULATION DENSITY

975

TOTAL AREA (sq. miles)

29

OF LOCAL BICYCLE FRIENDLY BUSINESSES

0

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES

0

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Bronze	Mason City
High Speed Roads with Bike Facilities	20%	0%
Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage	25%	22%
Bicycle Education in Schools	AVERAGE	ACCEPTABLE
Share of Transportation Budget Spent on Bicycling	7%	8%
Bike Month and Bike to Work Events	AVERAGE	ACCEPTABLE
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS QUARTERLY	NONE
Bicycle-Friendly Laws & Ordinances	AVERAGE	NEEDS IMPROVEMENT
Bike Plan is Current and is Being Implemented	YES	SOMEWHAT
Bike Program Staff to Population	1 PER 154K	1 PER 56K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	3.2 / 10
EDUCATION <i>Motorist awareness and bicycling skills</i>	2.5 / 10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	3.2 / 10
ENFORCEMENT & SAFETY <i>Promoting safety and protecting bicyclists' rights</i>	3.2 / 10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	3.0 / 10

KEY OUTCOMES

	Average Bronze	Mason City
RIDERSHIP <i>Percentage of commuters who bike</i>	1.3%	0.50%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	1093	808
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	20	0



KEY STEPS TO BRONZE

» Continue to expand the bike network 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. On roads where automobile speeds regularly exceed 35 mph, it is recommended to provide protected bicycle infrastructure such as protected bike lanes/cycle tracks, buffered bike lanes or parallel 10ft wide shared-use paths (in low density areas). In slower speed areas such as quiet neighborhood streets, develop a system of bicycle boulevards that create an attractive, convenient, and comfortable cycling environment welcoming to cyclists of all ages and skill levels.

» Continue to increase the amount of high quality bicycle parking throughout the community at key destinations and transit stops, and to upgrade the quality of existing bike parking to meet APBP standards. Develop community-wide Bicycle Parking Standards that adhere to current APBP guidelines. (See www.apbp.org/bicycle-parking-solutions)

» 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 local bicycle groups and interested parents to create Safe Routes to School

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Spring 2020

KEY STEPS TO BRONZE CONTINUED

programming for all K-12 schools. In addition to adding bike safety education to middle and high schools, improve existing bicycle safety education for elementary students by incorporating on-bicycle education.

» Increase the number of local League Cycling Instructors (LCIs) in your community, either by hosting an LCI seminar or sponsoring a City staffer and/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.

» Create an incentive program for businesses to provide standard bike parking, and to develop workplace bicycling programs for their employees. Use the framework of the Bicycle Friendly Business program to engage with more local businesses, agencies, and organizations to promote cycling to their employees and customers.

» Provide education to law enforcement officers on bicycle safety, bicycling skills, and traffic laws as they apply to bicyclists and motorists. Develop a bike patrol unit to improve bicyclist/officer relations, and ensure that law enforcement officers who are not certified or trained as bicycle patrol officers nevertheless have basic training or experience with bicycling in your community in order to foster positive interactions between bicyclists and police officers.

» Consider introducing additional laws or local ordinances that protect bicyclists, such as a ban on all cell phone use while driving, driver penalties for failing to yield to bicyclists, and vulnerable roadway user laws.

» Adopt a comprehensive road safety plan or a Vision Zero policy to create engineering, education, and enforcement strategies to reduce traffic crashes and deaths for all road users. Road diets, lane diets, and traffic calming treatments are important engineering components for addressing safety for all modes.

» 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.

» 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 Mason City. 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>
- » The Five E's + Equity: <https://bikeleague.org/content/5-es>
- » Community FAQs & Resources: <https://bikeleague.org/content/community-faq-resources>
- » 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>

