



# BEVERLY, MA

TOTAL POPULATION  
**41,431**

POPULATION DENSITY  
**1833**

TOTAL AREA (sq. miles)  
**23**

# OF LOCAL BICYCLE FRIENDLY BUSINESSES **0**

# OF LOCAL BICYCLE FRIENDLY UNIVERSITIES **0**

## 10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	Beverly
High Speed Roads with Bike Facilities	35%	0%
Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage	48%	35%
Bicycle Education in Schools	GOOD	GOOD
Share of Transportation Budget Spent on Bicycling	11%	UNKNOWN
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	VERY GOOD
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	1 PER 78K	1 PER 166K

## CATEGORY SCORES

<b>ENGINEERING</b> <i>Bicycle network and connectivity</i>	<b>2.5</b> /10
<b>EDUCATION</b> <i>Motorist awareness and bicycling skills</i>	<b>2.4</b> /10
<b>ENCOURAGEMENT</b> <i>Mainstreaming bicycling culture</i>	<b>2.7</b> /10
<b>ENFORCEMENT &amp; SAFETY</b> <i>Promoting safety and protecting bicyclists' rights</i>	<b>2.6</b> /10
<b>EVALUATION &amp; PLANNING</b> <i>Setting targets and having a plan</i>	<b>3.2</b> /10

## KEY OUTCOMES

	Average Silver	Beverly
<b>RIDERSHIP</b> <i>Percentage of Commuters who bike</i>	<b>2.7%</b>	<b>0.47%</b>
<b>SAFETY MEASURES CRASHES</b> <i>Crashes per 10k bicycle commuters</i>	<b>537</b>	<b>961.54</b>
<b>SAFETY MEASURES FATALITIES</b> <i>Fatalities per 10k bicycle commuters</i>	<b>6.3</b>	<b>19.23</b>



## KEY STEPS TO SILVER



- » Ensure that your Complete Streets policy is followed for all projects, and that compliance is tracked. Ensuring compliance with a Complete Streets policy is an important and often low-cost way to add to your bicycle network. Striping bicycle lanes as part of repaving operations can save 40% of the cost of adding a bicycle lane. If necessary, revisit your Complete Streets policy and process to ensure better compliance.
- » 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.

- » 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 <https://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 programming for all local schools.

KEY STEPS CONTINUED ON PAGE 2...



# BEVERLY, MA

Spring 2020

## KEY STEPS TO SILVER CONTINUED

- » Expand bicycle education opportunities for adults by offering more educational opportunities per year. Host a League Cycling Instructor (LCI) seminar to increase the number of local LCIs in your community, allowing you to expand cycling education for youth and adults, deliver Bicycle Friendly Driver education to motorists, and have more experts available to assist in encouragement programs. Visit [bikeleague.org/ridesmart](https://bikeleague.org/ridesmart) for more information.
- » Improve Bike Month activities next year by creating Bike to Work Day and Bike to School Day events. Bike to Work Day events can include competitions for participation between businesses and "energizer" stations where people can get coffee on the way to work. 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.
- » 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, including bicyclists and pedestrians. Road diets, lane diets, and traffic calming treatments are important engineering components for addressing safety.
- » Increase the amount of staff time spent on improving conditions for people who bike and walk, either by creating a new dedicated position or expanding the responsibilities of current staff.
- » 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 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.

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### 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>
- » 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>

