



WILMINGTON, NC

TOTAL POPULATION

122,000

POPULATION DENSITY

2900

TOTAL AREA (sq. miles)

41

OF LOCAL BICYCLE FRIENDLY BUSINESSES

0

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES

1

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	Wilmington
High Speed Roads with Bike Facilities	35%	5%
Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage	48%	6%
Bicycle Education in Schools	GOOD	NEEDS IMPROVEMENT
Share of Transportation Budget Spent on Bicycling	11%	UNKNOWN
Bike Month and Bike to Work Events	GOOD	GOOD
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS EVERY TWO MONTHS	MEETS EVERY TWO MONTHS
Bicycle-Friendly Laws & Ordinances	GOOD	AVERAGE
Bike Plan is Current and is Being Implemented	YES	SOMEWHAT
Bike Program Staff to Population	1 PER 78K	1 PER 244K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	2.0/10
EDUCATION <i>Motorist awareness and bicycling skills</i>	2.0/10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	3.6/10
ENFORCEMENT & SAFETY <i>Promoting safety and protecting bicyclists' rights</i>	3.1/10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	3.0/10

KEY OUTCOMES

	Average Silver	Wilmington
RIDERSHIP <i>Percentage of Commuters who bike</i>	2.7%	0.91%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	537	556.62
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	6.3	19.19



KEY STEPS TO SILVER



- » Continue to expand and improve 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.
- » 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.
- » 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.

- » Launch a 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.
- » Bicycle safety education should be a routine part of education for students of all ages, and schools and the surrounding neighborhoods should be 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 schools.
- » 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.

KEY STEPS CONTINUED ON PAGE 2...



WILMINGTON, NC

Spring 2020

KEY STEPS TO SILVER CONTINUED

- » Work with local League Cycling Instructors (LCIs) to offer Bicycle Friendly Driver training to motorists in Wilmington, particularly to professional drivers and fleet operators.
- » 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.
- » Continue efforts to improve data-driven road safety operations, and adopt a comprehensive road safety plan or a Vision Zero policy to identify specific 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.
- » Your application indicated that your community is currently updating a bicycle master plan. This is a great step to improving conditions for bicycling and institutionalizing processes for continual improvement. Your Bicycle Master Plan update should take advantage

of best practices that are applicable to a community of your size, including the use of separated bike lanes, targeted education programming, and demonstration projects to help the community understand possible bicycle facilities. Ensure that the new Plan includes specific and measurable goals, a strong implementation plan, and dedicated funding or an annual budget to ensure its success.

- » 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 Wilmington. 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>

