



OXFORD, MS

TOTAL POPULATION
24,532

POPULATION DENSITY
1553

TOTAL AREA (sq. miles)
15.8

OF LOCAL BICYCLE FRIENDLY BUSINESSES **0**

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES **1**

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	Oxford
High Speed Roads with Bike Facilities	35%	14%
Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage	48%	44%
Bicycle Education in Schools	GOOD	NEEDS IMPROVEMENT
Share of Transportation Budget Spent on Bicycling	11%	10%
Bike Month and Bike to Work Events	GOOD	GOOD
Active Bicycle Advocacy Group	YES	NO
Active Bicycle Advisory Committee	MEETS EVERY TWO MONTHS	MEETS AT LEAST MONTHLY
Bicycle-Friendly Laws & Ordinances	GOOD	GOOD
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	1 PER 78K	1 PER 82K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	5.27 /10
EDUCATION <i>Motorist awareness and bicycling skills</i>	1.64 /10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	3.61 /10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	4.53 /10

KEY OUTCOMES

	Average Silver	Oxford
RIDERSHIP <i>Percentage of Commuters who bike</i>	2.7%	1.94%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	537	197
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	6.3	0



KEY STEPS TO SILVER



» Continue to expand and improve Oxford's low-stress bike network and ensure that your community follows a bicycle facility selection criteria for on-street facilities that increases separation and protection of bicyclists based on levels of motor vehicle speed and volume, to maximize safety and comfort for bicyclists of all ages and abilities. Identify gaps and add new facilities that complete and expand the bicycle network, and work to upgrade existing facilities, such as by converting bike lanes into protected bike lanes by adding physical barriers, and converting roads with shadows into official Bicycle Boulevards through additional traffic calming measures. Consider whether neighborhood greenways optimized for biking should have even lower speed limits and traffic calming to ensure compliance.

» 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)

» 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.

KEY STEPS CONTINUED ON PAGE 2...



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Spring 2021

KEY STEPS TO SILVER CONTINUED

- » Develop 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.
- » Develop education and encouragement outreach methods and programs that specifically target families, women, seniors, low-income, and non-English speaking communities, in addition to general non-targeted outreach and media campaigns that discuss current and new bicycle facilities, safe driver and bicyclist behavior, and events related to walking and biking.
- » Increase the number of local League Cycling Instructors (LCIs) in your community, either by hosting an LCI seminar or sponsoring a City staffer 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.
- » 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.
- » Increase inclusive planning work to reach and respond to the needs of people in every neighborhood. Utilize more inclusive outreach methods that meet residents where they are -- consider hosting community meetings at a wide variety of neighborhood locations, and increasing accessibility by providing language services, childcare, variable scheduling, and online meetings.

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: <https://bikeleague.org/5-es>
- » 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>

