



Wisconsin Rapids, WI

Status: Honorable Mention | Spring 2023

BFC Application History: First-time applicant.

The 5 Es Category Scores	Wisconsin Rapids	Max Score this round
Engineering	18%	53%
Education	12%	56%
Encouragement	9%	68%
Evaluation & Planning	5%	42%
Equity & Accessibility	8%	37%

Percentages shown above are the points received out of total points available in that category. See pages 2-3 for Wisconsin Rapids's subcategory points earned within each Category.

Key Outcomes

Overall Commuter Ridership: 0.9%

Male Commuter Ridership: 2.1%

Female Commuter Ridership: 0%

(Bicycle Mode Share among commuters, according to the Census Bureau's 2021 American Community Survey 5-Year Estimate.)

Bicycle Mode Share: unknown

(Reported by applicant)

Annual Average Bicyclist Crashes in last 5 years: 3

Annual Average Bicyclist Fatalities in last 5 years: 0

(Crashes and Fatalities both reported by applicant)

Wisconsin Rapids's BFA Program Stats

of Local Bicycle Friendly Businesses: 0

of Local Bicycle Friendly Universities: 0

of Local League Cycling Instructors: 0

Wisconsin's Bicycle Friendly State Ranking: #29

Community Profile

Population: 18,877

Area: 13.88 square miles

Population Density: 1360.2 people/square mile

Land Classification:

Mixed Suburban/Urban/Rural

Poverty Rate: 14.7%*

Median Household Income: \$44,585*

Percent of the Population that Speaks a

Language Other Than English at Home: 8.7%*

Percent with Disability: 19.4%*

Percent of Households with No Vehicle Available: 3%*

*Source: https://data.census.gov/profile/Wisconsin_Rapids_city,_Wisconsin?q=160XX00US5588200

Wisconsin Rapids's Bike Links

Bike Network Map, if available:

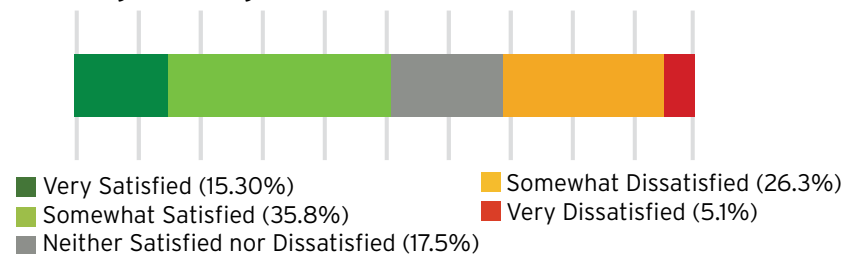
N/A

Bike Plan, if available:

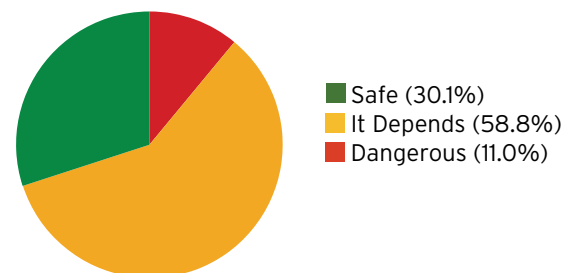
N/A - no bike plan

Spring 2023 BFC Public Survey Response Summary for Wisconsin Rapids, WI

How satisfied are you with how this community is designed for making bike riding safe? (n = 137)



Is it safe or dangerous to ride a bicycle in your neighborhood, or does it depend? (n = 136)



What is the number one change you would most like to see the local government make in this community for bicyclists? (n = 137)

1. More bike paths (36.5%)
2. More bike lanes (13.1%)
3. Improve existing bike lanes to protected bike lanes (9.5%)

About this Report Card

The following scores are based on the online application submitted by Wisconsin Rapids in the Spring 2023 Bicycle Friendly Community (BFC) submission round. These scores reflect a combination of automatically-generated points earned through the online application, as well as judge-assigned points and bonus points given by BFC reviewers.

The League updated its Bicycle Friendly Community application and awards criteria in the Summer of 2022, after nearly a year of research, focus groups, interviews, listening sessions, and other outreach. The updated application includes a new section on Equity and Accessibility, and other changes throughout. As such, **this Bicycle Friendly Community Report card is a beta version** as we refine our new scoring system and develop a greater understanding of how to convey new information.

All Spring 2023 BFC Report Cards (including this one) will be republished with updated scores if there are significant changes to the points system after the next round of BFC applications. To learn more about the BFC application and awards criteria, please visit <https://bikeleague.org/community>.

ENGINEERING	<i>Wisconsin Rapids earned 18% of the points available in the Engineering Category. Below is the breakdown of points that Wisconsin Rapids earned in each subcategory of the Engineering section compared to the total points available in that respective subcategory from the Spring 2023 BFC application.</i>	
	Engineering Subcategories	Wisconsin Rapids's Subcategory Points in Engineering
	Policies and Design Standards for the Built Environment	10 / 41 pts
	End-of-Trip Facilities	12 / 44 pts
	Bicycle Network	19 / 128 pts
	Network Maintenance	3 / 32 pts
	Bicycle Access to Public Transportation	0 / 23 pts
	Bike Sharing	9 / 21 pts
	Other Bicycle-Related Amenities	1 / 6 pts
	Regional Coordination	3 / 23 pts
Engineering Bonus Points	4 / 10 pts	

EDUCATION	<i>Wisconsin Rapids earned 12% of the points available in the Education Category. Below is the breakdown of points that Wisconsin Rapids earned in each subcategory of the Education section compared to the total points available in that respective subcategory from the Spring 2023 BFC application.</i>	
	Education Subcategories	Wisconsin Rapids's Subcategory Points in Education
	Youth Bicycle Education	19 / 69 pts
	Adult Bicycle Education	2 / 47 pts
	Motorist Education	1 / 28 pts
	Bicycle Safety Education Resources	0 / 16 pts
	Inclusive Education	0 / 26 pts
Education Bonus Points	2 / 7 pts	

ENCOURAGEMENT	<i>Wisconsin Rapids earned 9% of the points available in the Encouragement Category. Below is the breakdown of points that Wisconsin Rapids earned in each subcategory of the Encouragement section compared to the total points available in that respective subcategory from the Spring 2023 BFC application.</i>	
	Encouragement Subcategories	Wisconsin Rapids's Subcategory Points in Encouragement
	Encouragement Policies, Programs and Partnerships	1 / 17 pts
	Route-Finding Support	4 / 10 pts
	Bicycle Culture and Promotion	6 / 91 pts
	Access To Bicycle Equipment and Repair Services	4 / 35 pts
	Reducing Work-Related/Fleet VMT	0 / 11 pts
	Encouragement Bonus Points	1 / 7 pts

EVALUATION & PLANNING	<i>Wisconsin Rapids earned 5% of the points available in the Evaluation & Planning Category. Below is the breakdown of points that Wisconsin Rapids earned in each subcategory of the Evaluation & Planning section compared to the total points available in that respective subcategory from the Spring 2023 BFC application.</i>	
	Evaluation & Planning Subcategories	Wisconsin Rapids's Subcategory Points in Evaluation & Planning
	Staffing And Committees	0 / 40 pts
	Public Engagement for Bicycle Planning	2 / 35 pts
	Planning, Funding, And Implementation	1 / 46 pts
	Evaluating The Bicycle Network	0 / 24 pts
	Evaluating Ridership	0 / 20 pts
	Evaluating & Improving Safety Outcomes	7 / 42 pts
Evaluation & Planning Bonus Points	0 / 7 pts	

EQUITY & ACCESSIBILITY	<i>Wisconsin Rapids earned 8% of the points available in the Equity & Accessibility Category. Below is the breakdown of points that Wisconsin Rapids earned in each subcategory of the Equity & Accessibility section compared to the total points available in that respective subcategory from the Spring 2023 BFC application.</i>	
	Equity & Accessibility Subcategories	Wisconsin Rapids's Subcategory Points in Equity & Accessibility
	Equity & Accessibility Staffing, Committees, & Partnerships	4 / 24 pts
	Equity Data Collection & Goals	0 / 12 pts
	Equity & Accessibility Policies & Plans	0 / 31 pts
	Equity & Accessibility in Engineering	15 / 44 pts
	Equity & Accessibility in Education	-1 / 52 pts
	Equity & Accessibility in Encouragement	3 / 42 pts
	Equity & Accessibility in Evaluation & Planning	1 / 58 pts
Equity & Accessibility Bonus Points	0 / 9 pts	



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FEEDBACK TO IMPROVE:

To improve on Wisconsin Rapids' 2023 Honorable Mention status and earn a Bicycle Friendly Community award designation in the future, BFC Reviewers recommend...

- » Adopt a Complete Streets policy and create implementation guidance. By adopting a Complete Streets policy, communities direct their transportation planners and engineers to routinely design and operate the entire right-of-way to enable safe access for all users, regardless of age, ability, or mode of transportation.
- » Continue to expand and improve Wisconsin Rapids' low-stress on-road 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, 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.
- » Conduct a connectivity analysis and network quality evaluation of your existing bicycle network, and work to identify and fill any gaps. See FHWA's guidance on the topic: https://bit.ly/FHWA_connectivity.
- » Increase the amount of high quality bicycle parking throughout the community, and work to upgrade the quality of existing bike parking. Update your Bicycle Parking Standards to remove the maximum percentage referenced in Chapter 11 ("... bicycle parking spaces may be used to satisfy the number of required parking spaces up to a maximum of 4 percent ...") and to require that all bike parking adheres to APBP guidelines and set requirements for the quality and security of all new bike parking. (See apbp.org/bicycle-parking-solutions).
- » The River Riders Bike Share program is an incredible asset for your community. Consider increasing the number of bikes and check-out stations available, and continue to find ways to leverage this program by integrating it into social rides, encouragement events, and bike safety and awareness education opportunities.
- » Encourage WRPS to improve bicycle safety education for students of all ages by incorporating on-bicycle education opportunities and by expanding the program to all K-12 schools. Providing bicycles in schools for on-bike education ensures that all students can learn to safely ride a bicycle regardless of the availability of a bicycle in their household. Encourage WRPS to appoint or hire a dedicated Safe Routes to School Coordinator to lead these efforts.
- » 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.
- » 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.
- » 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.
- » Encourage more local businesses, agencies, and organizations to promote cycling to their employees and customers and to seek recognition through the Bicycle Friendly Business program. Encourage Mid-State Technical College to apply to the Bicycle Friendly University program.
- » Celebrate National Bike Month as a community every May. Work with local employers to create a Bike to Work Day event. Bike to Work Day often involves a central "pit stop" station with food, community groups, and elected officials promoting and helping people to choose to bike to work.



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FEEDBACK TO IMPROVE, CONTINUED:

- » 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. Ensure that this position is well supported with training and professional development opportunities to stay up-to-speed on the latest best practices and safety guidelines for bicycle planning, outreach, and infrastructure.
- » 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.
- » Coordinate on the development of the Wood County Bicycle and Pedestrian Plan and integrate city priorities into the update. Consider recommending NACTO design guidance into this plan to ensure safe and comfortable bicycle facility design. This could also help provide better design guidance for the 8th Street South corridor.
- » Develop and adopt an official dedicated bicycle master plan for the city that complements the County's new plan. Begin this process with a robust and inclusive public engagement process, and by performing a bike network analysis to assess gaps in the existing bike network.
- » Create a bicycle count program that utilizes several methods of data collection (automated counters, surveys, manual observation counts, etc.) to create an understanding of current bicyclists and the effects of new facilities on bicycling in Wisconsin Rapids.

MORE RESOURCES FOR IMPROVING YOUR COMMUNITY:

- » **Guide to this BFC Report Card:** <https://bit.ly/BFC-Report-Card-Guide-Sp23>
- » **League of American Bicyclists:** <https://www.bikeleague.org>
- » **Bicycle Friendly Community (BFC) Program:** <https://bikeleague.org/community>
- » **Resources for Building a Bicycle Friendly Community:** https://bikeleague.org/BFC_Resources
- » **About the BFC Application Process:** <https://bikeleague.org/content/about-bfc-application-process>
- » **The Five E's:** <https://bikeleague.org/5-es>
- » **The League's Benchmarking Project on Biking and Walking Data and Reports:** <https://data.bikeleague.org>
- » **Bicycle Friendly State Rankings and Report Cards:** <https://bikeleague.org/state>
- » **Bicycle Friendly Business (BFB) Program:** <https://bikeleague.org/business>
- » **Bicycle Friendly University (BFU) Program:** <https://bikeleague.org/university>
- » **Smart Cycling Education Program:** <https://bikeleague.org/ridesmart>
- » **Advocacy Reports and Resources from the League:** <http://bikeleague.org/reports>
- » **Federal Funding Resources from the League:**
<https://bikeleague.org/take-action/policy-advocacy/federal-policy/federal-resources/>
- » **Pedestrian and Bicycle Funding Opportunities from U.S. DOT Transit, Safety, and Highway Funds:**
https://www.fhwa.dot.gov/environment/bicycle_pedestrian/funding/funding_opportunities.pdf
- » **U.S. DOT Navigator:** <https://www.transportation.gov/dot-navigator>