



Media, PA

2024 BFC Award: Honorable Mention

BFC Award History: First-Time Applicant

The 5 Es Category Scores	Media	Max Score this round
Engineering	6.54%	79.26%
Education	13.73%	83.25%
Encouragement	19.65%	90.86%
Evaluation & Planning	14.42%	75.73%
Equity & Accessibility	8.41%	75.47%

Scores are determined by points earned in each 'E' Category, weighted against comparable communities in the 2024 BFC round. See pages 2-3 for your full subcategory points in each Category.

Key Outcomes

Overall Commuter Ridership: 0.2%

Male Commuter Ridership: 0.5%

Female Commuter Ridership: 0%

(Bicycle Mode Share among commuters, according to the Census Bureau's 2022 or 2023 American Community Survey 5-Year Estimate.)

Bicycle Mode Share: Unknown

(Reported by applicant)

Annual Average Bicyclist Crashes in last 5 years: NO DATA

Annual Average Bicyclist Fatalities in last 5 years: 0

(Crashes and Fatalities both reported by applicant)

Media's BFA Program Stats

of Local Bicycle Friendly Businesses: 0

of Local Bicycle Friendly Universities: 0

of Local League Cycling Instructors: 0

Pennsylvania's Bicycle Friendly State Ranking: **#19**

Community Profile

Population: 5,846

(Size classification for weighted scoring: Micro)

Area: 0.77 square miles

Population Density: 7,592.20 people/square mile

Land Classification: Suburban

Poverty Rate: 3.8%*

Median Household Income: \$85,951*

Percent of the Population that Speaks a

Language Other Than English at Home: 9.3%*

Percent with Disability: 6.4%*

Percent of Households with No Vehicle Available: 2%*

**Source: https://data.census.gov/profile/Media_borough,_Pennsylvania?g=160XX00US4248480*

Media's Bike Links

Bike Network Map, if available:

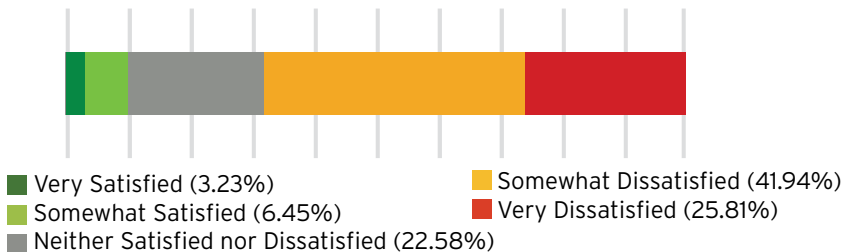
<https://www.google.com/maps/d/viewer?mid=19iaHF1Dwqa-rehi73YgKTHOopBKj4PaBB&ll=39.91865071059969%2C-75.3872709&z=16>

Bike Plan, if available:

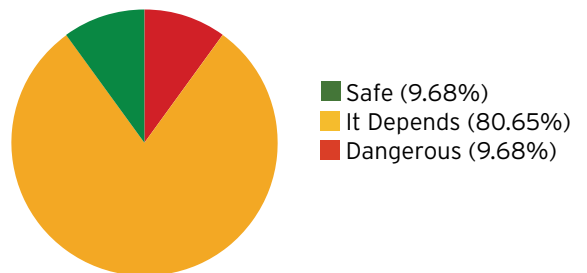
<https://www.mediaborough.com/373/Bike>

2024 BFC Public Survey Response Summary for Media, PA

How satisfied are you with how this community is designed for making bike riding safe? (n = 31)



Is it safe or dangerous to ride a bicycle in your neighborhood, or does it depend? (n = 31)



What are the top 1-3 changes you would most like to see the local government make in this community for bicyclists? (n = 31)

1. More bike lanes (70.97%)
2. Increase/improve bike parking (54.84%)
3. More bike paths (51.61%)

About this Report Card

The following scores are based on the online application submitted by Media in the 2024 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 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 2024 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>Media earned a weighted score of 6.54% in the Engineering Category. Below is the full breakdown of points that Media earned in each subcategory within the Engineering section, compared to the total points available in that subcategory from the 2024 BFC application.</i>	
	Engineering Subcategories	Media's Subcategory Points in Engineering
	Policies and Design Standards for the Built Environment	1.5 / 41 pts
	End-of-Trip Facilities	0.8 / 44 pts
	Bicycle Network	2.3 / 128 pts
	Network Maintenance	4.0 / 32 pts
	Bicycle Access to Public Transportation	2.6 / 23 pts
	Bike Sharing	0 / 24 pts
	Other Bicycle-Related Amenities	0 / 6 pts
	Regional Coordination	2.5 / 23 pts
Engineering Bonus Points	0 / 10 pts	

EDUCATION	<i>Media earned a weighted score of 13.73% in the Education Category. Below is the full breakdown of points that Media earned in each subcategory of the Education section, compared to the total points available in that subcategory from the 2024 BFC application.</i>	
	Education Subcategories	Media's Subcategory Points in Education
	Youth Bicycle Education	0 / 68 pts
	Adult Bicycle Education	9.9 / 47 pts
	Motorist Education	4.8 / 28 pts
	Bicycle Safety Education Resources	3.0 / 16 pts
	Inclusive Education	1.0 / 26 pts
Education Bonus Points	0 / 7 pts	

ENCOURAGEMENT	<i>Media earned a weighted score of 19.65% in the Encouragement Category. Below is the full breakdown of points that Media earned in each subcategory of the Encouragement section section, compared to the total points available in that subcategory from the 2024 BFC application.</i>	
	Encouragement Subcategories	Media's Subcategory Points in Encouragement
	Encouragement Policies, Programs and Partnerships	0.1 / 17 pts
	Route-Finding Support	3.0 / 10 pts
	Bicycle Culture and Promotion	16.5 / 91 pts
	Access To Bicycle Equipment and Repair Services	5.0 / 35 pts
	Reducing Work-Related/Fleet VMT	0 / 11 pts
	Encouragement Bonus Points	0 / 7 pts

EVALUATION & PLANNING	<i>Media earned a weighted score of 14.42% in the Evaluation & Planning Category. Below is the full breakdown of points that Media earned in each subcategory of the Evaluation & Planning section, compared to the total points available in that subcategory from the 2024 BFC application.</i>	
	Evaluation & Planning Subcategories	Media's Subcategory Points in Evaluation & Planning
	Staffing And Committees	0 / 35 pts
	Public Engagement for Bicycle Planning	5.0 / 35 pts
	Planning, Funding, And Implementation	4.9 / 46 pts
	Evaluating The Bicycle Network	6.8 / 25 pts
	Evaluating Ridership	-0.3 / 20 pts
	Evaluating & Improving Safety Outcomes	3.3 / 42 pts
Evaluation & Planning Bonus Points	0.3 / 15 pts	

EQUITY & ACCESSIBILITY	<i>Media earned a weighted score of 8.41% in the Equity & Accessibility Category. Below is the full breakdown of points that Media earned in each subcategory of the Equity & Accessibility section, compared to the total points available in that subcategory from the 2024 BFC application.</i>	
	Equity & Accessibility Subcategories	Media's Subcategory Points in Equity & Accessibility
	Equity & Accessibility Staffing, Committees, & Partnerships	1.3 / 24 pts
	Equity Data Collection & Goals	3.3 / 27 pts
	Equity & Accessibility Policies & Plans	2.9 / 21 pts
	Equity & Accessibility in Engineering	1.0 / 44 pts
	Equity & Accessibility in Education	1.0 / 52 pts
	Equity & Accessibility in Encouragement	0 / 42 pts
	Equity & Accessibility in Evaluation & Planning	3.9 / 51 pts
Equity & Accessibility Bonus Points	0 / 9 pts	



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FEEDBACK TO IMPROVE:

To improve upon Media's Honorable Mention status and earn a Bicycle Friendly Community award designation in the future, BFC Reviewers recommend...

- » Develop a design manual that meets current NACTO standards or adopt the NACTO Urban Bike-way 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. 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.
- » 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 the School District, local bicycle groups, and interested parents to create Safe Routes to School programming and on-bike learning opportunities at all K-12 schools. Providing bicycles in schools for on-bike education is strongly encouraged to ensure that all students can learn to safely ride a bicycle regardless of the availability of a bicycle in their household.
- » 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.
- » Increase the number of local League Cycling Instructors (LCIs) in your community, either by hosting an LCI seminar or sponsoring a Borough 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.
- » 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.
- » 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.
- » Begin the process of creating a new Bicycle Master Plan or updating your 2015 Bike Plan. Regu-



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FEEDBACK TO IMPROVE, CONTINUED:

Early updating your bicycle plan is key to improving conditions for bicycling, adhering to evolving best practices and national standards, and institutionalizing processes for continual evaluation and improvement. Ensure the new plan includes specific and measurable goals and performance measures to track progress, and is supported by a dedicated budget for implementation.

- » Create a Borough-level 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 Media. 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. Look into the Safe Streets and Roads for All (SS4A) Planning and Demonstration Grants from the U.S. Department of Transportation for potential funding opportunities to support this work: <https://www.transportation.gov/grants/SS4A>.
- » Work with area hospitals and emergency responders to collect and track bike crash data. Collecting data is an important step to addressing bike safety. Data about crashes should be used to identify where projects can resolve or mitigate safety issues.

MORE RESOURCES FOR IMPROVING YOUR COMMUNITY:

- » **Guide to this BFC Report Card:** <https://bit.ly/BFC-Report-Card-Guide-2024>
- » **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 BFC Ideabook and Map:** <https://bikeleague.org/BFCIdeaBook>
- » **The League's Benchmarking Project on Biking & Walking Data and Reports:** <https://data.bikeleague.org>
- » **Bicycle Friendly State (BFS) 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>
- » **National Bike Month Resources:** <https://bikeleague.org/bikemonth>
- » **More Reports and Resources from the League:** <http://bikeleague.org/reports>
- » **Federal Funding Resources from the League:** <https://bikeleague.org/federal-funding-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>