



Roseburg, OR



2024 BFC Award: Bronze
Award History: Bronze since 2016.

The 5 Es Category Scores	Roseburg	Max Score this round
Engineering	24.22%	79.26%
Education	26.74%	83.25%
Encouragement	26.90%	90.86%
Evaluation & Planning	28.39%	75.73%
Equity & Accessibility	6.84%	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: 0.6%
Male Commuter Ridership: 1.2%
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)

Roseburg's BFA Program Stats

of Local Bicycle Friendly Businesses: **0**
 # of Local Bicycle Friendly Universities: **0**
 # of Local League Cycling Instructors: **1**
 Oregon's Bicycle Friendly State Ranking: **#3**

Community Profile

Population: 23,853
 (Size classification for weighted scoring: Small)
Area: 10.72 square miles
Population Density: 2,225.10 people/square mile
Land Classification: Mostly Suburban
Poverty Rate: 20%*
Median Household Income: \$50,297*
Percent of the Population that Speaks a Language Other Than English at Home: 4.4%*
Percent with Disability: 22.9%*
Percent of Households with No Vehicle Available: 10.3%*
 *Source: https://data.census.gov/profile/Roseburg_city,_Oregon?g=160XX00US4163650

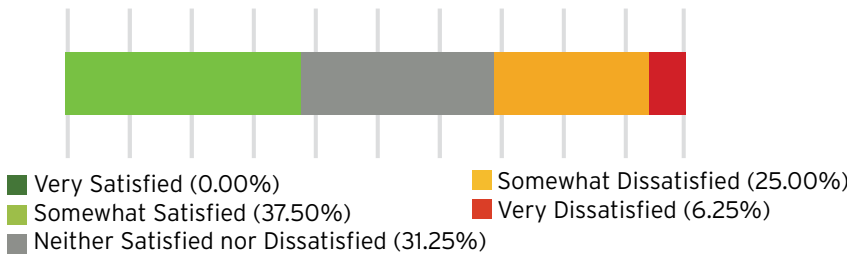
Roseburg's Bike Links

Bike Network Map, if available:
<https://parametrix.maps.arcgis.com/apps/webappviewer/index.html?id=b512b24d3c914ec4b4e92c0c1194d863>

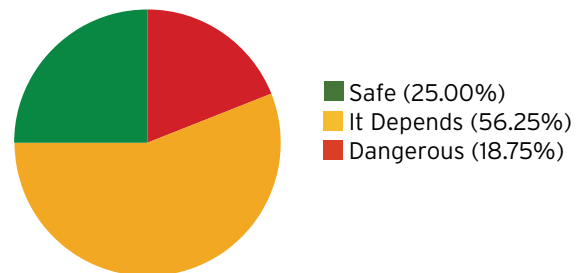
Bike Plan, if available:
https://www.cityofroseburg.org/storage/app/media/CDD/Documents/Plans/Roseburg_BRP_FINAL.pdf

2024 BFC Public Survey Response Summary for Roseburg, OR

How satisfied are you with how this community is designed for making bike riding safe? (n = 16)



Is it safe or dangerous to ride a bicycle in your neighborhood, or does it depend? (n = 16)



What are the top 1-3 changes you would most like to see the local government make in this community for bicyclists? (n = 16)

1. More bike lanes (56.25%)
2. More bike paths (50.00%)
3. Improve existing bike lanes to protected bike lanes (43.75%)

About this Report Card

The following scores are based on the online application submitted by Roseburg 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>Roseburg earned a weighted score of 24.22% in the Engineering Category. Below is the full breakdown of points that Roseburg 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	Roseburg's Subcategory Points in Engineering
	Policies and Design Standards for the Built Environment	5.9 / 41 pts
	End-of-Trip Facilities	9.6 / 44 pts
	Bicycle Network	20.4 / 128 pts
	Network Maintenance	5.0 / 32 pts
	Bicycle Access to Public Transportation	4.4 / 23 pts
	Bike Sharing	1.8 / 24 pts
	Other Bicycle-Related Amenities	1.0 / 6 pts
	Regional Coordination	5.0 / 23 pts
Engineering Bonus Points	1.5 / 10 pts	

EDUCATION	<i>Roseburg earned a weighted score of 26.74% in the Education Category. Below is the full breakdown of points that Roseburg 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	Roseburg's Subcategory Points in Education
	Youth Bicycle Education	14.5 / 68 pts
	Adult Bicycle Education	14.2 / 47 pts
	Motorist Education	4.5 / 28 pts
	Bicycle Safety Education Resources	0.5 / 16 pts
	Inclusive Education	0.3 / 26 pts
Education Bonus Points	2.5 / 7 pts	

ENCOURAGEMENT	<i>Roseburg earned a weighted score of 26.90% in the Encouragement Category. Below is the full breakdown of points that Roseburg 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	Roseburg's Subcategory Points in Encouragement
	Encouragement Policies, Programs and Partnerships	1.8 / 17 pts
	Route-Finding Support	1.0 / 10 pts
	Bicycle Culture and Promotion	27.8 / 91 pts
	Access To Bicycle Equipment and Repair Services	1.3 / 35 pts
	Reducing Work-Related/Fleet VMT	0.0 / 11 pts
	Encouragement Bonus Points	2.8 / 7 pts

EVALUATION & PLANNING	<i>Roseburg earned a weighted score of 28.39% in the Evaluation & Planning Category. Below is the full breakdown of points that Roseburg 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	Roseburg's Subcategory Points in Evaluation & Planning
	Staffing And Committees	9.5 / 35 pts
	Public Engagement for Bicycle Planning	10.3 / 35 pts
	Planning, Funding, And Implementation	11.5 / 46 pts
	Evaluating The Bicycle Network	0.0 / 25 pts
	Evaluating Ridership	0.0 / 20 pts
	Evaluating & Improving Safety Outcomes	8.6 / 42 pts
Evaluation & Planning Bonus Points	1.8 / 15 pts	

EQUITY & ACCESSIBILITY	<i>Roseburg earned a weighted score of 6.84% in the Equity & Accessibility Category. Below is the full breakdown of points that Roseburg 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	Roseburg's Subcategory Points in Equity & Accessibility
	Equity & Accessibility Staffing, Committees, & Partnerships	1.3 / 24 pts
	Equity Data Collection & Goals	- / 27 pts
	Equity & Accessibility Policies & Plans	- / 21 pts
	Equity & Accessibility in Engineering	1.9 / 44 pts
	Equity & Accessibility in Education	1.2 / 52 pts
	Equity & Accessibility in Encouragement	2.8 / 42 pts
	Equity & Accessibility in Evaluation & Planning	4.3 / 51 pts
Equity & Accessibility Bonus Points	0.0 / 9 pts	



Roseburg, OR

2024 BFC Award: Bronze | Award History: Bronze since 2016.

FEEDBACK TO IMPROVE:

To maintain and improve on Roseburg's Bronze-level Bicycle Friendly Community award, BFC Reviewers recommend...

- » Just over 16% of Roseburg's roadway network was reported as having unknown speed limits. Work with Douglas County and ODOT to improve your inventory of speed/volume data for all roadways to help the City more accurately assess the need to bikeway improvements on those roads.
- » Lower speed limits -- and designed speeds -- on residential streets to 20 mph or less. Introduce road diets and traffic calming measures to ensure compliance. Develop a system of bicycle boulevards, utilizing these quiet neighborhood streets, that creates an attractive, convenient, and comfortable cycling environment welcoming to cyclists of all ages and skill levels. Use the Bicycle Boulevards section of the NACTO Urban Bikeway Design Guide for design guidelines.
- » Continue to improve and expand the low-stress bike network for all ages and abilities, 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.
- » Update your design manual to meet 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.
- » Continue to increase the amount of high quality bicycle parking throughout the community. Conduct an inventory or audit of your existing bike parking to evaluate the quality and security of existing racks, how equitably distributed racks are across the community, and to assess whether existing racks are accessible for adaptive cycles, cargo bikes, and other non-standard bike types. Develop clearer community-wide Bicycle Parking Standards that adhere to current APBP guidelines. (See www.apbp.org/bicycle-parking-solutions)
- » Congratulations on the planned launch of a new bikeshare program in Roseburg in late 2024! 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. Make a plan to monitor ridership data and explore ways to incorporate the new system into your community's bicycling education and encouragement programming efforts. Be sure to prioritize equity and accessibility when considering how to promote and expand the system in the future.
- » 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 the school district, local bicycle groups, and interested parents to create on-bike learning opportunities and Safe Routes to School programming for all K-12 schools.
- » 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



Roseburg, OR

2024 BFC Award: Bronze | Award History: Bronze since 2016.

FEEDBACK TO IMPROVE, CONTINUED:

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.

- » Develop education and encouragement outreach methods and programs that specifically target families, women, seniors, low-income residents, and people with disabilities, 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. City Hall or other municipal buildings could apply to the BFB program as an employer to lead by example among other local employers.
- » Your Bicycle Friendly Community application reported that ACS data shows a gender gap in bicycle modeshare (1.2% of male commuters bike to work, compared to 0% of female commuters, according to ACS data). Consider how focused outreach around bicycling education, encouragement, and engagement could help bring more women to bike for transportation in Roseburg. Consider how local data collection efforts may be able to further inform your work by capturing gender in other bike use and modeshare counts, as well as identifying gender disparities in perceptions of safety and barriers to bicycling.
- » Create 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 Roseburg. 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.
- » Conduct a connectivity analysis and network quality evaluation of your existing bicycle network, and work to identify and fill any gaps. Establish a performance measurement program for bicycling and/or active transportation infrastructure. See FHWA's resources on these topics: https://bit.ly/FHWA_connectivity and https://bit.ly/FHWA_bikepedPMs. 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 the County and State, as well as local 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.



Roseburg, OR

2024 BFC Award: Bronze | Award History: Bronze since 2016.

FEEDBACK TO IMPROVE, CONTINUED:

- » Consider what other local community groups exist in Roseburg who may be good potential partners to reach new audiences and build on existing bike education, encouragement, and engagement efforts. Question F4 on the BFC application provides a wealth of suggested community partners for you to consider, beyond the existing bike clubs and organizations that are already active in this space.
- » Explore potential partnerships with local, regional or statewide public health agencies and organizations that may be able to support your efforts to create more opportunities for active transportation and physical activity through community design. To show your community's commitment to health and wellness through active transportation, consider passing an Active People, Healthy NationSM Proclamation this year. Active People, Healthy NationSM is a national initiative led by the Centers for Disease Control and Prevention to help 27 million Americans become more physically active by 2027. Learn more about Active People, Healthy NationSM Proclamations at: <https://www.cdc.gov/active-people-healthy-nation/php/data-research/proclamations.html>.

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>