



# RIVER FALLS, WI

TOTAL POPULATION  
**15,256**

POPULATION DENSITY  
**2090**

TOTAL AREA (sq. miles)  
**7.3**

# OF LOCAL BICYCLE FRIENDLY BUSINESSES **0**

# OF LOCAL BICYCLE FRIENDLY UNIVERSITIES **0**

## 10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	River Falls
High Speed Roads with Bike Facilities	35%	0%
Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage	48%	53%
Bicycle Education in Schools	GOOD	ACCEPTABLE
Share of Transportation Budget Spent on Bicycling	11%	1%
Bike Month and Bike to Work Events	GOOD	NEEDS IMPROVEMENT
Active Bicycle Advocacy Group	YES	NO
Active Bicycle Advisory Committee	MEETS EVERY TWO MONTHS	NONE
Bicycle-Friendly Laws & Ordinances	GOOD	AVERAGE
Bike Plan is Current and is Being Implemented	YES	NO
Bike Program Staff to Population	1 PER 78K	1 PER 153K

## CATEGORY SCORES

<b>ENGINEERING</b> <i>Bicycle network and connectivity</i>	<b>2.1</b> /10
<b>EDUCATION</b> <i>Motorist awareness and bicycling skills</i>	<b>1.7</b> /10
<b>ENCOURAGEMENT</b> <i>Mainstreaming bicycling culture</i>	<b>1.9</b> /10
<b>EVALUATION &amp; PLANNING</b> <i>Setting targets and having a plan</i>	<b>2.0</b> /10

## KEY OUTCOMES

	Average Silver	River Falls
<b>RIDERSHIP</b> <i>Percentage of Commuters who bike</i>	2.7%	0.00%
<b>SAFETY MEASURES CRASHES</b> <i>Crashes per 10k bicycle commuters</i>	537	RIDERSHIP TOO LOW TO CALCULATE
<b>SAFETY MEASURES FATALITIES</b> <i>Fatalities per 10k bicycle commuters</i>	6.3	0



## KEY STEPS TO SILVER



- » Adopt a Complete Streets policy and create implementation guidance for agency staff.
- » Develop a design manual for bike facilities that meets current national standards or adopt the NACTO Urban Bikeway Design Guide FHWA's Small Town and Rural Multimodal Network Guide.
- » Work with local bicycle groups and interested parents to expand and improve the Safe Routes to School program to all K-12 schools. In particular, middle and high school education efforts could be improved.
- » 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 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.

- » 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 1995 Bike Plan. Regularly 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.
- » Create a bicycle count program that uses several methods of data collection to create an understanding of current bicyclists and the effects of new facilities on bicycling in River Falls. Automated bicycle counters provide long-term data 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 be used to collect demographic information and examine social equity goals.