



APPLETON, WI

TOTAL POPULATION

74,139

POPULATION DENSITY

2871

TOTAL AREA (sq. miles)

25.82

OF LOCAL BICYCLE FRIENDLY BUSINESSES 1

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES 0

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Gold	Appleton
High Speed Roads with Bike Facilities	41%	UNKNOWN
Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage	76%	16%
Bicycle Education in Schools	GOOD	ACCEPTABLE
Share of Transportation Budget Spent on Bicycling	18%	5%
Bike Month and Bike to Work Events	VERY GOOD	GOOD
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS AT LEAST MONTHLY	MEETS QUARTERLY
Bicycle-Friendly Laws & Ordinances	GOOD	AVERAGE
Bike Plan is Current and is Being Implemented	YES	SOMEWHAT
Bike Program Staff to Population	1 PER 26K	1 PER 124K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	3.5/10
EDUCATION <i>Motorist awareness and bicycling skills</i>	3.3/10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	4.1/10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	3.4/10

KEY OUTCOMES

	Average Gold	Appleton
RIDERSHIP <i>Percentage of Commuters who bike</i>	5.1%	0.75%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	287	996.54
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	2.2	13.84



KEY STEPS TO GOLD



- » 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, APBP-compliant bike parking available.
- » The inventory of roadways by speed limit reported on Appleton's 2021 BFC application appears to be incomplete.

This lack of complete data makes it difficult to judge the current state of bicycling infrastructure in Appleton. Ensure that data is available on your roadway and bicycle networks so that your community can utilize GIS-based or other network analyses, create high-quality bike maps, and accurately assess the quality and reach of your bicycle network.

- » 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

KEY STEPS CONTINUED ON PAGE 2...



APPLETON, WI

Fall 2021

KEY STEPS TO **GOLD** CONTINUED

learn to safely ride a bicycle regardless of the availability of a bicycle in their household. Work with the school district, local bicycle groups, and interested parents to expand and improve the Safe Routes to School program.

- » 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.
- » 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.

- » Begin the process of creating a new Bicycle Master Plan or updating your 2010 On-Street Bike Lane 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. Ensure the new plan includes specific and measurable goals and performance measures to track progress, and is supported by a dedicated budget for implementation.
- » Adopt a target level of bicycle use (percent of trips) to be achieved within a specific timeframe, and ensure data collection necessary to monitor progress.

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
- » About the BFC Application Process: <https://bikeleague.org/content/about-bfc-application-process>
- » 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: <http://bikeleague.org/reports>

