



WEST WINDSOR, NJ

TOTAL POPULATION
28,289

POPULATION DENSITY
1106.77

TOTAL AREA (sq. miles)
25.56

OF LOCAL BICYCLE FRIENDLY BUSINESSES **0**

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES **0**

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	West Windsor
High Speed Roads with Bike Facilities	35%	24%
Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage	48%	28%
Bicycle Education in Schools	GOOD	ACCEPTABLE
Share of Transportation Budget Spent on Bicycling	11%	5%
Bike Month and Bike to Work Events	GOOD	ACCEPTABLE
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS EVERY TWO MONTHS	MEETS AT LEAST MONTHLY
Bicycle-Friendly Laws & Ordinances	GOOD	ACCEPTABLE
Bike Plan is Current and is Being Implemented	YES	UPDATE UNDERWAY
Bike Program Staff to Population	1 PER 78K	1 PER 283K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	3.2 /10
EDUCATION <i>Motorist awareness and bicycling skills</i>	2.9 /10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	2.6 /10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	4.2 /10

KEY OUTCOMES

	Average Silver	West Windsor
RIDERSHIP <i>Percentage of Commuters who bike</i>	2.7%	0.16%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	537	4,000
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	6.3	0



KEY STEPS TO SILVER



- » 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.
- » Ensure that your Complete Streets policy is followed for all projects, and that compliance is tracked. Ensuring compliance with a Complete Streets policy is an important and often low-cost way to add to your bicycle network. Striping bicycle lanes as part of repaving operations can save 40% of the cost of adding a bicycle lane. If necessary, revisit your Complete Streets policy and process to ensure better compliance.
- » Develop a bicycle wayfinding system to strategic locations around the community, integrating preferred on street routes and off-street facilities.

- » Develop a design manual that meets current NACTO standards or adopt the NACTO Urban Bikeway Design Guide or the FHWA's Small Town and Rural Multimodal Network 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.
- » 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. Work with the school district, local bicycle groups, and interested parents to expand and improve the Safe Routes to School program.

KEY STEPS CONTINUED ON PAGE 2...



WEST WINDSOR, NJ

Fall 2021

KEY STEPS TO SILVER CONTINUED

- » 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.
- » Host a League Cycling Instructor (LCI) seminar to increase the number of local LCIs in your community. 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 a community-wide trip reduction ordinance/program, commuter incentive program, and a Guaranteed Ride Home program to encourage and support bike commuters in West Windsor.
- » Improve Bike Month activities by creating a Bike to Work Day event, Bike to School Day event, and/or a Mayor's Ride. Bike to Work Day events can include competitions for participation between businesses and "energizer" stations where people can get coffee on the way to work. Bike to School Day events can include competitions related to bicycle use, outreach to parents, and coordination between the schools and the city to create safer routes to schools.
- » 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.
- » Your application indicated that your community is currently updating a bicycle master plan. This is a great step to improving conditions for bicycling and institutionalizing processes for continual improvement. Your Bicycle Master Plan update should take advantage of best practices that are applicable to a community of your size, including the use of separated and protected bike lanes, targeted education programming, and demonstration projects to help the community understand possible bicycle facilities. Ensure that the new Plan includes specific and measurable goals, a strong implementation plan, and dedicated funding or an annual budget to ensure its success.
- » Continue to develop a bicycle count program that utilizes several methods of data collection including automated bicycle counters to provide long-term data on bicycle use at fixed points and mobile counters to provide periodic or before/after data related to a changes 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.

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
- » Building Blocks of a Bicycle Friendly Community: <https://bikeleague.org/content/building-blocks-bicycle-friendly-communities>
- » About the BFC Application Process: <https://bikeleague.org/content/about-bfc-application-process>
- » The Five E's: <https://bikeleague.org/5-es>
- » Tips for Current and Aspiring BFCs: <https://bikeleague.org/BFC-tips>
- » Smart Cycling Program: <https://bikeleague.org/ridesmart>
- » Advocacy Reports and Resources: <https://bikeleague.org/reports>
- » Bicycle Friendly Business Program: <https://bikeleague.org/business>
- » National Bike Month: <https://bikeleague.org/bikemonth>

