



## Marshall, MN



**Award: Bronze | Fall 2022**

**Award History:**  
Bronze since 2018.

### Marshall's BFA Program Stats

# of Local Bicycle Friendly Businesses: **0**  
 # of Local Bicycle Friendly Universities: **0**  
 # of Local League Cycling Instructors: **0**  
 Minnesota's Bicycle Friendly State Ranking: **#5**

The 5 Es Category Scores	Marshall	Max Score this round
Engineering	22%	62%
Education	39%	60%
Encouragement	33%	61%
Evaluation & Planning	29%	64%
Equity & Accessibility	18%	57%

Percentages shown above are the points received out of points available in that category. See pages 2-3 for Marshall's subcategory points earned within each Category.

### Key Outcomes

**Commuter Ridership: 0.4%**

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

**Overall Bicycle Mode Share: unknown**

*(Reported by applicant)*

**Annual Average Bicyclist Crashes in last 5 years: 0**

*(Reported by applicant)*

**Annual Average Bicyclist Fatalities in last 5 years: 0**

*(Reported by applicant)*

### Community Profile

Population: 13,421  
 Area: 10.08 square miles  
 Population Density: 1358.5 people/square mile  
 Land Classification:  
 Rural/Rural Town  
 Poverty Rate: 17.7%\*  
 Median Household Income: \$48,236\*  
 Percent of the Population that Speaks a  
 Language Other Than English at Home: 15.1%\*  
 Percent with Disability: 10.5%\*  
 Percent of Households with No Vehicle Available: 8.9%\*

\*Source: <https://data.census.gov/cedsci/all?q=ZIP%2056258%20%28Marshall,%20MN%29>

### Marshall's Bike Links

**Bike Network Map, if available:**

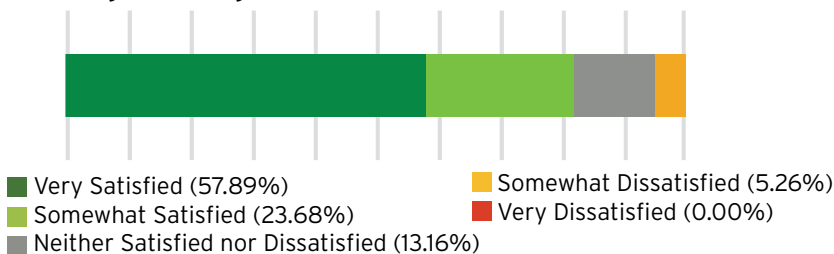
<https://acrobat.adobe.com/link/track?uri=urn:aa-id:scds:US:0a663e07-99e0-4d53-9032-e00457545dc8>

**Bike Plan, if available:**

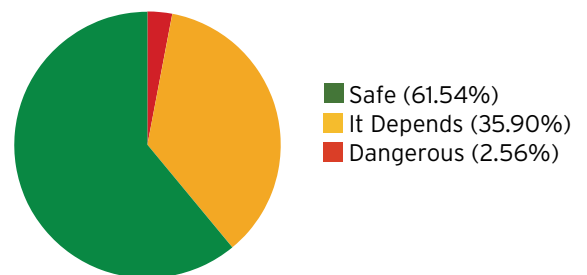
[http://ci.marshall.mn.us/main/images/community\\_service/community\\_ed/pdf/bikes/A-Pedestrian-and-Bikeway-Plan-10-2008.pdf](http://ci.marshall.mn.us/main/images/community_service/community_ed/pdf/bikes/A-Pedestrian-and-Bikeway-Plan-10-2008.pdf)

## Fall 2022 BFC Public Survey Response Summary for Marshall, MN

**How satisfied are you with how this community is designed for making bike riding safe? (n = 38)**



**Is it safe or dangerous to ride a bicycle in your neighborhood, or does it depend? (n = 39)**



**What is the number one change you would most like to see the local government make in this community for bicyclists? (n = 39)**

1. More bike paths (30.77%)
2. More bike lanes (15.38%)
3. Improve markings and signage that direct people to safe bike routes (10.26%)

## About this Report Card

The following scores are based on the online application submitted by Marshall in the Fall 2022 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 the Summer of 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 Fall 2022 BFC Report Cards (including this one) will be republished with updated scores if there are changes to the points system after the next round of Bicycle Friendly Community applications. To learn more about the BFC application and awards criteria, please visit <https://bikeleague.org/community>.

<b>ENGINEERING</b>	<i>Marshall earned 22% of the points available in the Engineering Category. Below is the breakdown of points that Marshall earned in each subcategory of the Engineering section compared to the total points available in that respective subcategory from the Fall 2022 BFC application.</i>	
	Engineering Subcategories	Marshall's Subcategory Points in Engineering
	Policies and Design Standards for the Built Environment	3 / 38 pts
	End-of-Trip Facilities	6 / 41 pts
	Bicycle Network	32 / 126 pts
	Network Maintenance	16 / 32 pts
	Bicycle Access to Public Transportation	3 / 22 pts
	Bike Sharing	5 / 25 pts
	Other Bicycle-Related Amenities	1 / 6 pts
	Regional Coordination	0 / 16 pts
Engineering Bonus Points	3 / 9 pts	

<b>EDUCATION</b>	<i>Marshall earned 39% of the points available in the Education Category. Below is the breakdown of points that Marshall earned in each subcategory of the Education section compared to the total points available in that respective subcategory from the Fall 2022 BFC application.</i>	
	Education Subcategories	Marshall's Subcategory Points in Education
	Youth Bicycle Education	25 / 71 pts
	Adult Bicycle Education	22 / 47 pts
	Motorist Education	13 / 28 pts
	Bicycle Safety Education Resources	6 / 22 pts
	Inclusive Education	7 / 22 pts
Education Bonus Points	3 / 8 pts	

<b>ENCOURAGEMENT</b>	<i>Marshall earned 33% of the points available in the Encouragement Category. Below is the breakdown of points that Marshall earned in each subcategory of the Encouragement section compared to the total points available in that respective subcategory from the Fall 2022 BFC application.</i>	
	Encouragement Subcategories	Marshall's Subcategory Points in Encouragement
	Encouragement Policies, Programs and Partnerships	6 / 22 pts
	Route-Finding Support	3 / 10 pts
	Bicycle Culture and Promotion	22 / 99 pts
	Access To Bicycle Equipment and Repair Services	28 / 49 pts
	Reducing Work-Related/Fleet VMT	3 / 10 pts
	Encouragement Bonus Points	3 / 8 pts

<b>EVALUATION &amp; PLANNING</b>	<i>Marshall earned 29% of the points available in the Evaluation &amp; Planning Category. Below is the breakdown of points that Marshall earned in each subcategory of the Evaluation &amp; Planning section compared to the total points available in that respective subcategory from the Fall 2022 BFC application.</i>	
	Evaluation & Planning Subcategories	Marshall's Subcategory Points in Evaluation & Planning
	Staffing And Committees	9 / 42 pts
	Public Engagement for Bicycle Planning	11 / 33 pts
	Planning, Funding, And Implementation	17 / 46 pts
	Evaluating The Bicycle Network	5 / 21 pts
	Evaluating Ridership	4 / 21 pts
	Evaluating & Improving Safety Outcomes	12 / 38 pts
Evaluation & Planning Bonus Points	3 / 8 pts	

<b>EQUITY &amp; ACCESSIBILITY</b>	<i>Marshall earned 18% of the points available in the Equity &amp; Accessibility Category. Below is the breakdown of points that Marshall earned in each subcategory of the Equity &amp; Accessibility section compared to the total points available in that respective subcategory from the Fall 2022 BFC application.</i>	
	Equity & Accessibility Subcategories	Marshall's Subcategory Points in Equity & Accessibility
	Equity & Accessibility Staffing, Committees, & Partnerships	10 / 38 pts
	Equity Data Collection & Goals	0 / 20 pts
	Equity & Accessibility Policies & Plans	0 / 38 pts
	Equity & Accessibility in Engineering	3 / 35 pts
	Equity & Accessibility in Education	6 / 35 pts
	Equity & Accessibility in Encouragement	11 / 35 pts
	Equity & Accessibility in Evaluation & Planning	7 / 35 pts
Equity & Accessibility Bonus Points	9 / 15 pts	



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### FEEDBACK TO IMPROVE:

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

- » Ensure that your Complete Streets resolution is followed for all projects, and that compliance is tracked. Consider strengthening the resolution by developing a formal ordinance to ensure better compliance. 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.
- » Develop a design manual for bike facilities that meets current national standards or adopt the FHWA's Small Town and Rural Multimodal Network Guide or NACTO's 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 similar communities throughout the United States.
- » 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.
- » Your application indicated that all roads within your community have a posted speed limit above 25 mph. Consider whether neighborhood greenways optimized for biking should have lower speed limits and traffic calming to ensure compliance. If traffic studies show actual speeds are higher than the posted limits on some roads, use traffic calming measures to ensure that people do not exceed the posted speed.
- » Continue working to increase the number of bikes and check-out locations available to the public through your local bike share system. 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 destinations.
- » 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 in partnership with BikeMN, or sponsoring a City staffer or local bike advocate to attend an existing seminar elsewhere in the state. 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.
- » Celebrate National Bike Month as a community every May. Work with local employers to create a Bike to Work Day event. Bike to Work Day often involves a central "pit stop" station with food, community groups, and elected officials promoting and helping people to choose to bike to work.
- » 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.



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### FEEDBACK TO IMPROVE, CONTINUED:

- » Work with the local school district and other agencies to appoint or hire a new Safe Routes to School Coordinator to continue improving education for students and to focus on expanding and improving the bikeway network around schools.
- » Encourage your Bicycle Advisory Group to meet more regularly, as a way 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.
- » 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 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>
- » **Resources for Building a Bicycle Friendly Community:** [https://bikeleague.org/BFC\\_Resources](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 League's Benchmarking Project on Biking and Walking Data and Reports:** <https://data.bikeleague.org>
- » **Bicycle Friendly State Rankings and Report Cards:** <https://bikeleague.org/state>
- » **Bicycle Friendly Business Program:** <https://bikeleague.org/business>
- » **Bicycle Friendly University Program:** <https://bikeleague.org/university>
- » **Smart Cycling Education Program:** <https://bikeleague.org/ridesmart>
- » **Advocacy Reports and Resources from the League:** <http://bikeleague.org/reports>
- » **Federal Funding Resources from the League:** <https://bikeleague.org/content/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](https://www.fhwa.dot.gov/environment/bicycle_pedestrian/funding/funding_opportunities.pdf)