



Brunswick, ME



Award: Bronze | Fall 2023

Award History:

Bronze since 2003.

Brunswick's BFA Program Stats

of Local Bicycle Friendly Businesses: **0**

of Local Bicycle Friendly Universities: **1**

of Local League Cycling Instructors: **4**

Maine's Bicycle Friendly State Ranking: **#26**

Community Profile

Population: 21,756

Area: 46 square miles

Population Density: 473 people/square mile

Land Classification:

Mixed Rural/Suburban/Urban

Poverty Rate: 8.2%*

Median Household Income: \$67,488*

Percent of the Population that Speaks a

Language Other Than English at Home: 6.3%*

Percent with Disability: 12.2%*

Percent of Households with No Vehicle Available: 6.3%*

*Source: https://data.census.gov/profile/Brunswick_town,_Cumberland_County,_Maine?g=060XX00US2300508430

Brunswick's Bike Links

Bike Network Map, if available:

<https://www.bikemaine.org/where-to-ride/>

Bike Plan, if available:

<https://www.brunswickme.org/DocumentCenter/View/5586/Brunswick-Bicycle-and-Pedestrian-Improvement-Plan-2020-Update-PDF>

The 5 Es Category Scores	Brunswick	Max Score this round
Engineering	23.73%	79.3%
Education	43.27%	76.3%
Encouragement	35.46%	87.5%
Evaluation & Planning	39.16%	78.0%
Equity & Accessibility	26.36%	70.5%

Scores are determined by points earned in each 'E' Category, weighted against comparable communities in the Fall 2023 BFC round. See pages 2-3 for your full subcategory points in each Category.

Key Outcomes

Overall Commuter Ridership: 0.6%

Male Commuter Ridership: 0.6%

Female Commuter Ridership: 0.7%

(Bicycle Mode Share among commuters, according to the Census Bureau's 2022 American Community Survey 5-Year Estimate.)

Bicycle Mode Share: Unknown

(Reported by applicant)

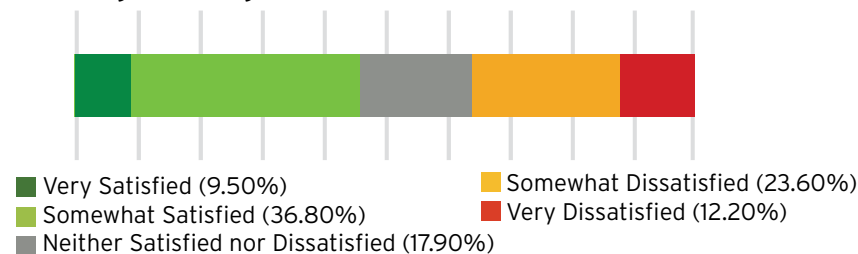
Annual Average Bicyclist Crashes in last 5 years: 4.8

Annual Average Bicyclist Fatalities in last 5 years: 0

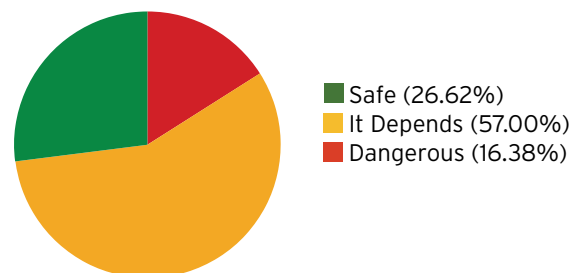
(Crashes and Fatalities both reported by applicant)

Fall 2023 BFC Public Survey Response Summary for Brunswick, ME

How satisfied are you with how this community is designed for making bike riding safe? (n = 296)



Is it safe or dangerous to ride a bicycle in your neighborhood, or does it depend? (n = 293)



What is the number one change you would most like to see the local government make in this community for bicyclists? (n = 296)

1. More bike lanes (36.20%)
2. More bike paths (22.30%)
3. Improve existing bike lanes to protected bike lanes (7.40%)

About this Report Card

The following scores are based on the online application submitted by Brunswick in the Fall 2023 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 Fall 2023 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>Brunswick earned a weighted score of 23.73% in the Engineering Category. Below is the full breakdown of points that Brunswick earned in each subcategory within the Engineering section, compared to the total points available in that subcategory from the Fall 2023 BFC application.</i>	
	Engineering Subcategories	Brunswick's Subcategory Points in Engineering
	Policies and Design Standards for the Built Environment	4.5 / 41 pts
	End-of-Trip Facilities	-0.8 / 44 pts
	Bicycle Network	14.9 / 128 pts
	Network Maintenance	8 / 32 pts
	Bicycle Access to Public Transportation	8.5 / 23 pts
	Bike Sharing	0 / 24 pts
	Other Bicycle-Related Amenities	1.6 / 6 pts
	Regional Coordination	12.5 / 23 pts
Engineering Bonus Points	0.5 / 10 pts	

EDUCATION	<i>Brunswick earned a weighted score of 43.27% in the Education Category. Below is the full breakdown of points that Brunswick earned in each subcategory of the Education section, compared to the total points available in that subcategory from the Fall 2023 BFC application.</i>	
	Education Subcategories	Brunswick's Subcategory Points in Education
	Youth Bicycle Education	12.8 / 68 pts
	Adult Bicycle Education	20.8 / 47 pts
	Motorist Education	6 / 28 pts
	Bicycle Safety Education Resources	5.6 / 16 pts
	Inclusive Education	5.6 / 26 pts
	Education Bonus Points	3.5 / 7 pts

ENCOURAGEMENT	<i>Brunswick earned a weighted score of 35.46% in the Encouragement Category. Below is the full breakdown of points that Brunswick earned in each subcategory of the Encouragement section section, compared to the total points available in that subcategory from the Fall 2023 BFC application.</i>	
	Encouragement Subcategories	Brunswick's Subcategory Points in Encouragement
	Encouragement Policies, Programs and Partnerships	3 / 17 pts
	Route-Finding Support	5 / 10 pts
	Bicycle Culture and Promotion	26.1 / 91 pts
	Access To Bicycle Equipment and Repair Services	7.3 / 35 pts
	Reducing Work-Related/Fleet VMT	0 / 11 pts
Encouragement Bonus Points	2.5 / 7 pts	

EVALUATION & PLANNING	<i>Brunswick earned a weighted score of 39.16% in the Evaluation & Planning Category. Below is the full breakdown of points that Brunswick earned in each subcategory of the Evaluation & Planning section, compared to the total points available in that subcategory from the Fall 2023 BFC application.</i>	
	Evaluation & Planning Subcategories	Brunswick's Subcategory Points in Evaluation & Planning
	Staffing And Committees	14.6 / 35 pts
	Public Engagement for Bicycle Planning	10.3 / 35 pts
	Planning, Funding, And Implementation	8.3 / 46 pts
	Evaluating The Bicycle Network	0 / 25 pts
	Evaluating Ridership	-0.3 / 20 pts
Evaluating & Improving Safety Outcomes	15.8 / 42 pts	
Evaluation & Planning Bonus Points	2 / 15 pts	

EQUITY & ACCESSIBILITY	<i>Brunswick earned a weighted score of 26.36% in the Equity & Accessibility Category. Below is the full breakdown of points that Brunswick earned in each subcategory of the Equity & Accessibility section, compared to the total points available in that subcategory from the Fall 2023 BFC application.</i>	
	Equity & Accessibility Subcategories	Brunswick's Subcategory Points in Equity & Accessibility
	Equity & Accessibility Staffing, Committees, & Partnerships	4.3 / 24 pts
	Equity Data Collection & Goals	4 / 27 pts
	Equity & Accessibility Policies & Plans	1.8 / 21 pts
	Equity & Accessibility in Engineering	1.5 / 44 pts
	Equity & Accessibility in Education	12.1 / 52 pts
	Equity & Accessibility in Encouragement	7.4 / 42 pts
Equity & Accessibility in Evaluation & Planning	5.5 / 51 pts	
Equity & Accessibility Bonus Points	0.8 / 9 pts	



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FEEDBACK TO IMPROVE:

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

- » Continue to expand and improve Brunswick's low-stress on-road bike network 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, to maximize safety and comfort for bicyclists of all ages and abilities. Identify gaps and add new facilities that complete and expand the bicycle network, and work to upgrade existing facilities, such as by converting bike lanes into protected bike lanes, and upgrading roads with sharrows into dedicated bicycle boulevards.
- » 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. If necessary, revisit your Complete Streets policy and process to ensure better compliance.
- » 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.
- » 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.
- » Increase the amount of high quality bicycle parking throughout the community. Conduct a bike parking audit to determine current conditions of bike parking, both in terms of quality and quantity. Develop community-wide Bicycle Parking Standards that adhere to current APBP guidelines. (www.apbp.org/bicycle-parking-solutions)
- » Consider launching a bike share system that is open to the public. 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.
- » Improve bicycle safety education for students of all ages by incorporating more 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.
- » Develop more education and encouragement outreach methods and programs that specifically target families, women, seniors, low-income, people with disabilities, and non-English speaking communities, 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. For example, connect with "New Mainer" communities, older adults, and areas with limited access to transportation, and coordinate with the Adaptive Outdoor Education Center in Brunswick.
- » 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. Town Hall or other public buildings could apply to the BFB program as an employer to lead by example among other local employers.
- » Establish a local challenge or team within the national Drive Less Bike More challenge. Using an online tracking platform, the Drive Less Bike More challenge encourages new and seasoned bicyclists to trade in short car trips for biking trips, and helps to change behavior over time. Learn more at: <https://www.lovetoride.net/drivelessbikemore>.



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FEEDBACK TO IMPROVE, CONTINUED:

- » Establish a dedicated annual budget for implementation of your 2020 Bicycle and Pedestrian Improvement Plan, in addition to funding for ongoing bicycle programming and infrastructure development/maintenance.
- » 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>.
- » 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 Brunswick. 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 with qualitative and demographic details about your town's ridership.
- » Have the Town Council formally adopt a goal to eliminate traffic fatalities and serious injuries, and support this goal with a comprehensive road safety plan to identify specific strategies to reduce traffic crashes and deaths for all road users, including bicyclists and pedestrians. Introducing low stress bikeway facilities and lowering vehicle speeds through traffic calming treatments are important engineering components for addressing roadway safety.

MORE RESOURCES FOR IMPROVING YOUR COMMUNITY:

- » **Guide to this BFC Report Card:** <https://bit.ly/BFC-Report-Card-Guide-Fa23>
- » **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 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>
- » **Advocacy 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>