



Eau Claire, WI



Award: Bronze | Fall 2023

Award History:

Bronze since 2011.

Eau Claire's BFA Program Stats

of Local Bicycle Friendly Businesses: **0**

of Local Bicycle Friendly Universities: **1**

of Local League Cycling Instructors: **0**

Wisconsin's Bicycle Friendly State Ranking: **#29**

The 5 Es Category Scores	Eau Claire	Max Score this round
Engineering	39.68%	79.3%
Education	29.77%	76.3%
Encouragement	42.17%	87.5%
Evaluation & Planning	23.60%	78.0%
Equity & Accessibility	12.26%	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: 0.8%

Female Commuter Ridership: 0.4%

(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: 14.8

Annual Average Bicyclist Fatalities in last 5 years: 0

(Crashes and Fatalities both reported by applicant)

Community Profile

Population: 69,737

Area: 32.86 square miles

Population Density: 2122.2 people/square mile

Land Classification:

Mixed Urban/Suburban

Poverty Rate: 15.5%*

Median Household Income: \$60,562*

Percent of the Population that Speaks a

Language Other Than English at Home: 8%*

Percent with Disability: 13%*

Percent of Households with No Vehicle Available: 2.9%*

*Source: https://data.census.gov/profile/Eau_Claire_city,_Wisconsin?q=160XX00US5522300

Eau Claire's Bike Links

Bike Network Map, if available:

http://bikechippewavalley.com/cvbikemap/2021_Chippewa_Valley_Bike_Map.pdf

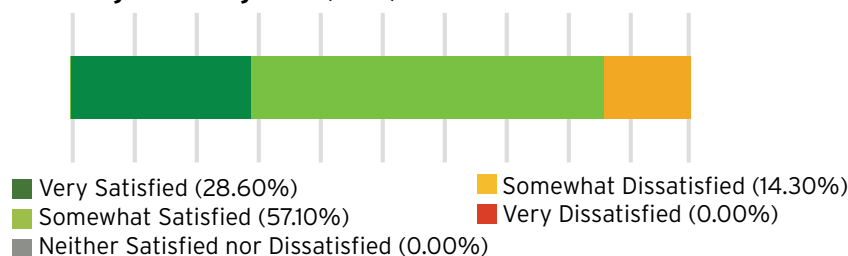
Bike Plan, if available:

<https://www.eauclairewi.gov/home/showdocument?id=23491>

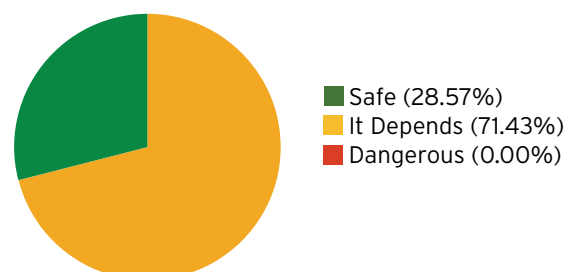
Fall 2023 BFC Public Survey Response Summary for Eau Claire, WI

Note: Eau Claire received fewer than 10 responses to the BFC public survey in Fall 2023. The League strongly encourages BFC applicants to distribute the public survey as widely as possible the next time your community applies to the BFC program, to get input from as many cyclists – and potential cyclists – as possible.

How satisfied are you with how this community is designed for making bike riding safe? (n = 7)



Is it safe or dangerous to ride a bicycle in your neighborhood, or does it depend? (n = 7)



What is the number one change you would most like to see the local government make in this community for bicyclists? (n = 7)

1. Improve public decision-making processes for transportation improvements, including bicycling improvements (42.90%)
2. Increase education for drivers (28.60%)

About this Report Card

The following scores are based on the online application submitted by Eau Claire 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>Eau Claire earned a weighted score of 39.68% in the Engineering Category. Below is the full breakdown of points that Eau Claire 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	Eau Claire's Subcategory Points in Engineering
	Policies and Design Standards for the Built Environment	10.5 / 41 pts
	End-of-Trip Facilities	17.8 / 44 pts
	Bicycle Network	27.7 / 128 pts
	Network Maintenance	18.3 / 32 pts
	Bicycle Access to Public Transportation	8.8 / 23 pts
	Bike Sharing	0 / 24 pts
	Other Bicycle-Related Amenities	2 / 6 pts
	Regional Coordination	3.8 / 23 pts
Engineering Bonus Points	3.1 / 10 pts	

EDUCATION	<i>Eau Claire earned a weighted score of 29.77% in the Education Category. Below is the full breakdown of points that Eau Claire 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	Eau Claire's Subcategory Points in Education
	Youth Bicycle Education	11.9 / 68 pts
	Adult Bicycle Education	11.5 / 47 pts
	Motorist Education	7.5 / 28 pts
	Bicycle Safety Education Resources	4.8 / 16 pts
	Inclusive Education	0.8 / 26 pts
	Education Bonus Points	2.5 / 7 pts

ENCOURAGEMENT	<i>Eau Claire earned a weighted score of 42.17% in the Encouragement Category. Below is the full breakdown of points that Eau Claire 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	Eau Claire's Subcategory Points in Encouragement
	Encouragement Policies, Programs and Partnerships	5 / 17 pts
	Route-Finding Support	5 / 10 pts
	Bicycle Culture and Promotion	33 / 91 pts
	Access To Bicycle Equipment and Repair Services	10.3 / 35 pts
	Reducing Work-Related/Fleet VMT	0 / 11 pts
Encouragement Bonus Points	4.4 / 7 pts	

EVALUATION & PLANNING	<i>Eau Claire earned a weighted score of 23.60% in the Evaluation & Planning Category. Below is the full breakdown of points that Eau Claire 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	Eau Claire's Subcategory Points in Evaluation & Planning
	Staffing And Committees	10.8 / 35 pts
	Public Engagement for Bicycle Planning	3.3 / 35 pts
	Planning, Funding, And Implementation	7.9 / 46 pts
	Evaluating The Bicycle Network	0 / 25 pts
	Evaluating Ridership	4.1 / 20 pts
Evaluating & Improving Safety Outcomes	8 / 42 pts	
Evaluation & Planning Bonus Points	1.6 / 15 pts	

EQUITY & ACCESSIBILITY	<i>Eau Claire earned a weighted score of 12.26% in the Equity & Accessibility Category. Below is the full breakdown of points that Eau Claire 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	Eau Claire's Subcategory Points in Equity & Accessibility
	Equity & Accessibility Staffing, Committees, & Partnerships	8.5 / 24 pts
	Equity Data Collection & Goals	0.3 / 27 pts
	Equity & Accessibility Policies & Plans	0.9 / 21 pts
	Equity & Accessibility in Engineering	0.8 / 44 pts
	Equity & Accessibility in Education	0.5 / 52 pts
	Equity & Accessibility in Encouragement	8.5 / 42 pts
Equity & Accessibility in Evaluation & Planning	1 / 51 pts	
Equity & Accessibility Bonus Points	0.3 / 9 pts	



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FEEDBACK TO IMPROVE:

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

- » Continue to expand and improve Eau Claire'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.
- » Adopt a local Complete Streets policy and create implementation guidance. By adopting a Complete Streets policy, communities direct their transportation planners and engineers to routinely design and operate the entire right-of-way to enable safe access for all users, regardless of age, ability, or mode of transportation.
- » 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.
- » Continue to increase the amount of high quality bicycle parking available throughout the community, and to upgrade the quality of existing bike parking to meet APBP standards, as well as to accommodate adaptive cycles, cargo bikes, and other non-standard bicycles. (See 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.
- » Increase the number of local League Cycling Instructors (LCIs) in your community, either by hosting an LCI seminar or sponsoring a City staffer or local bike advocate to attend an existing seminar elsewhere. 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 education and encouragement outreach methods and programs that specifically target families, women, seniors, low-income residents, and people with disabilities, 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.
- » 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.
- » Create a bicycle count program that utilizes several methods of data collection to create an understand-



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FEEDBACK TO IMPROVE, CONTINUED:

ing of current bicyclists and the effects of new facilities on bicycling in Eau Claire. 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 in order to collect demographic information and examine social equity goals.

- » Develop new tools or systems to inform, consult, involve, collaborate with, and empower citizens to become more engaged in the bicycle planning process. See the International Association for Public Participation's Spectrum of Public Participation for more information and resources.
- » Continue efforts to improve data-driven road safety operations, and adopt a comprehensive road safety plan or a Vision Zero policy to identify specific strategies to reduce traffic crashes and deaths for all road users, including bicyclists and pedestrians. Increasing the connectivity of low stress bikeway facilities and lowering vehicle speeds through general traffic calming treatments are important engineering components for addressing roadway safety. 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>.

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>