



Marquette, MI



Award: Silver | Fall 2023

Award History:

Silver since 2014; Previously Bronze since 2010.

Marquette's BFA Program Stats

of Local Bicycle Friendly Businesses: **0**
 # of Local Bicycle Friendly Universities: **1**
 # of Local League Cycling Instructors: **0**
 Michigan's Bicycle Friendly State Ranking: **#11**

The 5 Es Category Scores	Marquette	Max Score this round
Engineering	24.96%	79.3%
Education	16.48%	76.3%
Encouragement	27.93%	87.5%
Evaluation & Planning	14.60%	78.0%
Equity & Accessibility	4.60%	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: 2%

Male Commuter Ridership: 1.4%

Female Commuter Ridership: 0.6%

(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: 0

Annual Average Bicyclist Fatalities in last 5 years: 0

(Crashes and Fatalities both reported by applicant)

Community Profile

Population: 21,367

Area: 11.39 square miles

Population Density: 1875.9 people/square mile

Land Classification:

Mixed Suburban/Urban/Rural

Poverty Rate: 26.4%*

Median Household Income: \$47,179*

Percent of the Population that Speaks a

Language Other Than English at Home: 4.3%*

Percent with Disability: 10.7%*

Percent of Households with No Vehicle Available: 5.5%*

*Source: https://data.census.gov/profile/Marquette_city,_Michigan?g=160XX00US2651900

Marquette's Bike Links

Bike Network Map, if available:

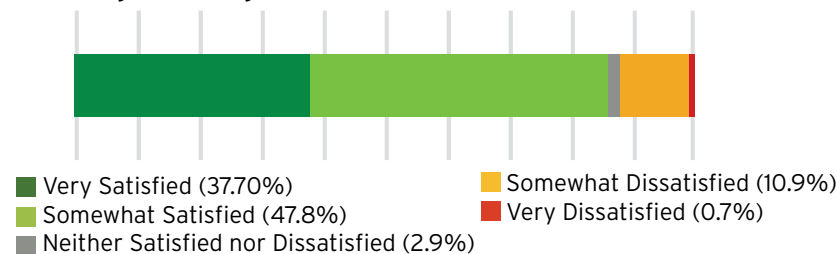
PDF available upon request.

Bike Plan, if available:

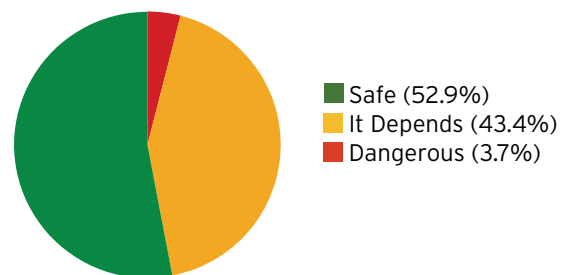
https://www.marquettetmi.gov/wp-content/uploads/2019/01/CMP_2015-Amended-2018_Adopted_12-17-2018.pdf

Fall 2023 BFC Public Survey Response Summary for Marquette, MI

How satisfied are you with how this community is designed for making bike riding safe? (n = 138)



Is it safe or dangerous to ride a bicycle in your neighborhood, or does it depend? (n = 136)



What is the number one change you would most like to see the local government make in this community for bicyclists? (n = 137)

1. More bike lanes (20.4%)
2. More bike paths (16.8%)
3. Improve existing bike lanes to protected bike lanes (12.4%)
4. Increase education for drivers (8.0%)
5. Increase education for bicyclists (8.0%)
6. Reduce speeds through traffic calming and/or road diets (7.3%)

About this Report Card

The following scores are based on the online application submitted by Marquette 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>Marquette earned a weighted score of 24.96% in the Engineering Category. Below is the full breakdown of points that Marquette 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	Marquette's Subcategory Points in Engineering
	Policies and Design Standards for the Built Environment	5.5 / 41 pts
	End-of-Trip Facilities	4.7 / 44 pts
	Bicycle Network	27.1 / 128 pts
	Network Maintenance	0.5 / 32 pts
	Bicycle Access to Public Transportation	4.3 / 23 pts
	Bike Sharing	2.3 / 24 pts
	Other Bicycle-Related Amenities	2.5 / 6 pts
	Regional Coordination	5 / 23 pts
Engineering Bonus Points	0.5 / 10 pts	

EDUCATION	<i>Marquette earned a weighted score of 16.48% in the Education Category. Below is the full breakdown of points that Marquette 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	Marquette's Subcategory Points in Education
	Youth Bicycle Education	1.3 / 68 pts
	Adult Bicycle Education	13.4 / 47 pts
	Motorist Education	5 / 28 pts
	Bicycle Safety Education Resources	0.5 / 16 pts
	Inclusive Education	0.5 / 26 pts
Education Bonus Points	0 / 7 pts	

ENCOURAGEMENT	<i>Marquette earned a weighted score of 27.93% in the Encouragement Category. Below is the full breakdown of points that Marquette 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	Marquette's Subcategory Points in Encouragement
	Encouragement Policies, Programs and Partnerships	1.8 / 17 pts
	Route-Finding Support	4 / 10 pts
	Bicycle Culture and Promotion	20.3 / 91 pts
	Access To Bicycle Equipment and Repair Services	5.5 / 35 pts
	Reducing Work-Related/Fleet VMT	3 / 11 pts
Encouragement Bonus Points	0 / 7 pts	

EVALUATION & PLANNING	<i>Marquette earned a weighted score of 14.60% in the Evaluation & Planning Category. Below is the full breakdown of points that Marquette 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	Marquette's Subcategory Points in Evaluation & Planning
	Staffing And Committees	1 / 35 pts
	Public Engagement for Bicycle Planning	2 / 35 pts
	Planning, Funding, And Implementation	5.3 / 46 pts
	Evaluating The Bicycle Network	0 / 25 pts
	Evaluating Ridership	0.3 / 20 pts
Evaluating & Improving Safety Outcomes	8.9 / 42 pts	
Evaluation & Planning Bonus Points	1.5 / 15 pts	

EQUITY & ACCESSIBILITY	<i>Marquette earned a weighted score of 4.60% in the Equity & Accessibility Category. Below is the full breakdown of points that Marquette 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	Marquette's Subcategory Points in Equity & Accessibility
	Equity & Accessibility Staffing, Committees, & Partnerships	0 / 24 pts
	Equity Data Collection & Goals	0 / 27 pts
	Equity & Accessibility Policies & Plans	0 / 21 pts
	Equity & Accessibility in Engineering	1.3 / 44 pts
	Equity & Accessibility in Education	1.5 / 52 pts
	Equity & Accessibility in Encouragement	2.5 / 42 pts
Equity & Accessibility in Evaluation & Planning	1.3 / 51 pts	
Equity & Accessibility Bonus Points	0 / 9 pts	



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FEEDBACK TO IMPROVE:

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

- » Create an official Bicycle & Pedestrian Advisory Committee (BPAC) to create a systematic method for ongoing citizen input into the development of important bicycling policies, plans, and projects. Ensure that the members of the committee reflect the diversity and ability levels of cyclists in your community.
- » Establish a dedicated budget to support the implementation of your Bike Routes Plan and the proposed marked facilities adopted in your 2018 Community Master Plan, in addition to funding for ongoing bicycle programming and infrastructure development/maintenance. Explore federal and state funding opportunities that could supplement the city's limited budget. Look into the Safe Streets and Roads for All (SS4A) Implementation Grants from the U.S. Department of Transportation (DOT) for potential funding opportunities to help implement your existing plans: <https://www.transportation.gov/grants/SS4A>. The Michigan State DOT's Transportation Alternatives Program (TAP) may also be a potential source of funding to build out Marquette's bicycle and pedestrian infrastructure. Learn more at: <https://bikeleague.org/TAP-fact-sheets> and <https://www.michigan.gov/mdot/Programs/grant-programs/transportation-alternatives>.
- » Strengthen your existing plans by establishing and formally adopting more specific, measurable goals to benchmark and track the success of your Bike Routes Plan and the bike-related sections of the 2018 Community Master Plan. If the plans need to be revisited or revised, consider also looking into the SS4A Planning and Demonstration Grants to support the development of new plans, related data collection efforts, and/or demonstration projects (see link above). As part of this work, consider conducting a formal connectivity analysis and network quality evaluation of your existing bicycle network. Establish a performance measurement program for bicycling and/or active transportation infrastructure going forward. See FHWA's resources on these topics: https://bit.ly/FHWA_connectivity and https://bit.ly/FHWA_bikepedPMs.
- » Strengthen the city's 2011 Complete Streets Policy by updating the ordinance to reflect current best practices, such as incorporating the National Complete Streets Coalition's 10 Elements of a Complete Streets Policy: <https://smartgrowthamerica.org/resources/elements-complete-streets-policy>.
- » Develop a design manual that meets current NACTO standards or adopt the NACTO 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 cities throughout the United States. 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 efforts to study and do preliminary engineering plans for a bicycle and pedestrian bridge to cross US-41/M-28 in "South Marquette". Once again, the SS4A Grants may be a potential funding opportunity to support this work (<https://www.transportation.gov/grants/SS4A>).



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- » 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. (See www.apbp.org/bicycle-parking-solutions)
- » 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 Marquette. 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.
- » Work with any local residents with disabilities and/or disability rights organizations to discuss and learn how the city's bicycling efforts can further improve accessibility for cyclists with disabilities and incorporate principles of universal design. Conduct an accessibility audit of your bike infrastructure and end-of-trip facilities, and work to build more intentional inclusion of people with disabilities during your community's outreach, engagement, and planning processes.
- » Consider increasing the number of bikes and check-out stations available to the public through your 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.
- » Bicycle safety education should be a routine part of education for students of all ages, and schools and the surrounding neighborhoods should be particularly safe and convenient for biking and walking. Work with local bicycle groups and interested parents to create Safe Routes to School programming and on-bike learning opportunities at all K-12 schools. Providing bicycles in schools for on-bike education is strongly encouraged to ensure that all students can learn to safely ride a bicycle regardless of the availability of a bicycle in their household.
- » 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.
- » Celebrate National Bike Month as a community every May. Bike Month activities could include community-wide signature events such as a Mayor's Ride and educational opportunities for children and adults throughout the month.
- » As a community, work to better coordinate efforts amongst the groups and individuals who are already offering bicycling education and encouragement in your area, both to strengthen these



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FEEDBACK TO IMPROVE, CONTINUED:

efforts and to identify where gaps may exist or offerings could be improved for various audiences. An established BPAC could help with this effort, as could more regular interactions between the City and the various organizations, agencies, and other partners who are already involved in this work.

- » Create an incentive program for businesses to provide standard bike parking, and to develop workplace bicycling programs for their employees. Use the framework of the Bicycle Friendly Business program to engage with more local businesses, agencies, and organizations to promote cycling to their employees and customers.
- » Continue to engage with Northern Michigan University (NMU), such as by holding a dedicated space on your (future) BPAC for a NMU staff or faculty member, and coordinating across all 5 E's to strengthen both the community and campus' BFA efforts.

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>