



Shorewood, WI



Award: Silver | Fall 2023

Award History:

Silver since 2015; Previously Bronze since 2011.

Shorewood's BFA Program Stats

of Local Bicycle Friendly Businesses: **0**

of Local Bicycle Friendly Universities: **0**

of Local League Cycling Instructors: **0**

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

The 5 Es Category Scores	Shorewood	Max Score this round
Engineering	39.67%	79.3%
Education	50.77%	76.3%
Encouragement	49.15%	87.5%
Evaluation & Planning	35.38%	78.0%
Equity & Accessibility	11.25%	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.

Community Profile

Population: 13,859

Area: 1.6 square miles

Population Density: 8661.9 people/square mile

Land Classification:

Urban

Poverty Rate: 10.5%*

Median Household Income: \$81,016*

Percent of the Population that Speaks a

Language Other Than English at Home: 18.3%*

Percent with Disability: 7.7%*

Percent of Households with No Vehicle Available: 9.6%*

*Source: https://data.census.gov/profile/Shorewood_village,_Wisconsin?q=160XX00US5573725

Shorewood's Bike Links

Bike Network Map, if available:

<https://www.villageofshorewood.org/DocumentCenter/View/9064/Map-33-Bicycle-Facilities-Map>

Bike Plan, if available:

<http://www.villageofshorewood.org/DocumentCenter/View/2991>

Key Outcomes

Overall Commuter Ridership: 2.3%

Male Commuter Ridership: 2.5%

Female Commuter Ridership: 2.2%

(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: 3

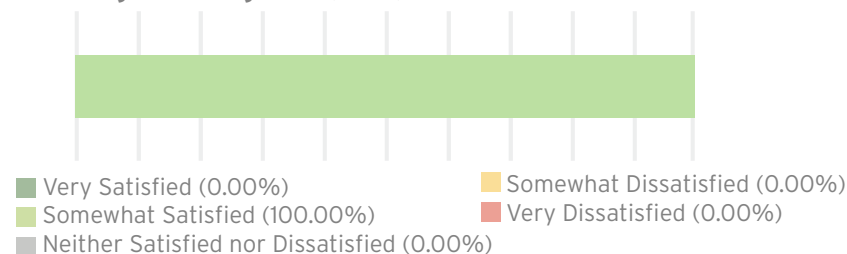
Annual Average Bicyclist Fatalities in last 5 years: 0

(Crashes and Fatalities both reported by applicant)

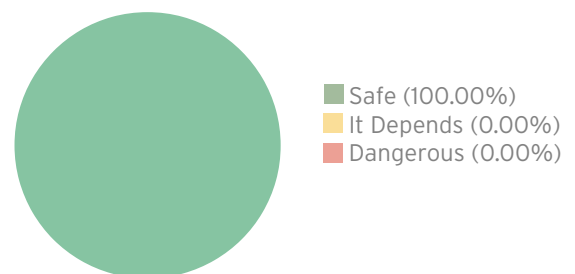
Fall 2023 BFC Public Survey Response Summary for Shorewood, WI

Note: Shorewood 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 = 2)



Is it safe or dangerous to ride a bicycle in your neighborhood, or does it depend? (n = 2)



What is the number one change you would most like to see the local government make in this community for bicyclists? (n = 2)

1. Improve existing bike lanes to protected bike lanes (50.00%)

2. None, can't think of any (50.00%)

About this Report Card

The following scores are based on the online application submitted by Shorewood 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>Shorewood earned a weighted score of 39.67% in the Engineering Category. Below is the full breakdown of points that Shorewood 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	Shorewood's Subcategory Points in Engineering
	Policies and Design Standards for the Built Environment	-0.4 / 41 pts
	End-of-Trip Facilities	9 / 44 pts
	Bicycle Network	28.7 / 128 pts
	Network Maintenance	12.5 / 32 pts
	Bicycle Access to Public Transportation	11.3 / 23 pts
	Bike Sharing	0 / 24 pts
	Other Bicycle-Related Amenities	1 / 6 pts
	Regional Coordination	17.5 / 23 pts
Engineering Bonus Points	3.5 / 10 pts	

EDUCATION	<i>Shorewood earned a weighted score of 50.77% in the Education Category. Below is the full breakdown of points that Shorewood 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	Shorewood's Subcategory Points in Education
	Youth Bicycle Education	33.2 / 68 pts
	Adult Bicycle Education	14.4 / 47 pts
	Motorist Education	11.8 / 28 pts
	Bicycle Safety Education Resources	1 / 16 pts
	Inclusive Education	1 / 26 pts
	Education Bonus Points	2.1 / 7 pts

ENCOURAGEMENT	<i>Shorewood earned a weighted score of 49.15% in the Encouragement Category. Below is the full breakdown of points that Shorewood 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	Shorewood's Subcategory Points in Encouragement
	Encouragement Policies, Programs and Partnerships	6.5 / 17 pts
	Route-Finding Support	5.5 / 10 pts
	Bicycle Culture and Promotion	41 / 91 pts
	Access To Bicycle Equipment and Repair Services	1.2 / 35 pts
	Reducing Work-Related/Fleet VMT	3 / 11 pts
Encouragement Bonus Points	3.5 / 7 pts	

EVALUATION & PLANNING	<i>Shorewood earned a weighted score of 35.38% in the Evaluation & Planning Category. Below is the full breakdown of points that Shorewood 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	Shorewood's Subcategory Points in Evaluation & Planning
	Staffing And Committees	11.5 / 35 pts
	Public Engagement for Bicycle Planning	9.3 / 35 pts
	Planning, Funding, And Implementation	4.5 / 46 pts
	Evaluating The Bicycle Network	0 / 25 pts
	Evaluating Ridership	3.5 / 20 pts
Evaluating & Improving Safety Outcomes	11.7 / 42 pts	
Evaluation & Planning Bonus Points	5.3 / 15 pts	

EQUITY & ACCESSIBILITY	<i>Shorewood earned a weighted score of 11.25% in the Equity & Accessibility Category. Below is the full breakdown of points that Shorewood 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	Shorewood's Subcategory Points in Equity & Accessibility
	Equity & Accessibility Staffing, Committees, & Partnerships	1.8 / 24 pts
	Equity Data Collection & Goals	0.3 / 27 pts
	Equity & Accessibility Policies & Plans	1.3 / 21 pts
	Equity & Accessibility in Engineering	1.1 / 44 pts
	Equity & Accessibility in Education	1.8 / 52 pts
	Equity & Accessibility in Encouragement	0.5 / 42 pts
Equity & Accessibility in Evaluation & Planning	7 / 51 pts	
Equity & Accessibility Bonus Points	2.3 / 9 pts	



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FEEDBACK TO IMPROVE:

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

- » Continue to expand and improve Shorewood'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.
- » 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. A Complete Streets policy should prompt the community to consider lane and/or road diets when repaving or otherwise doing major maintenance on roadways. Striping bicycle lanes as part of repaving operations can save 40% of the cost of adding a bicycle lane. Consider incorporating the National Complete Streets Coalition's 10 Elements of a Complete Streets Policy: <https://smartgrowthamerica.org/resources/elements-complete-streets-policy>.
- » Develop an updated 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.
- » Lower speed limits -- and designed speeds -- on residential streets to 20 mph or less, starting with Murray Avenue, and 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 throughout the community. 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)
- » Work with bublr bikes to expand service into Shorewood. 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 your on-bike in-school education by providing a fleet of appropriate youth-sized bikes available to all K-12 schools to ensure that all students can learn to safely ride a bicycle regardless of the availability of a bicycle in their household, including adaptive cycles for children and youth with disabilities.
- » Increase the number of local League Cycling Instructors (LCIs) in your community, either by hosting an LCI seminar or sponsoring a Village 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.
- » 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.
- » Your application indicated that your community is currently updating the 2015 Pedestrian and Bicycle Master Plan. This is a great step to improving conditions for bicycling and institutionalizing processes for continual improvement. Your Pedestrian and 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.



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FEEDBACK TO IMPROVE, CONTINUED:

- » 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.
- » Adopt a goal for a target level of bicycle use (percent of trips made by bike) to be achieved within a specific timeframe, and ensure data collection necessary to monitor progress toward your adopted goal.
- » Collect more socioeconomic and demographic data as it relates to current transportation habits and patterns, and establish equity-related indicators to inform future prioritization and budgeting processes for your community.
- » Consider what other local community groups exist in Shorewood who may be good potential partners to reach new audiences and build on existing bike education, encouragement, and engagement efforts. Question F4 on the BFC application provides a wealth of suggested community partners for you to consider, beyond the existing bike clubs and organizations that are already active in this space.
- » Involve local and state public health agencies in active transportation planning and advocacy to support your common goals to achieve health and wellness through greater physical activity in residents' daily lives.

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>