



Verona, WI



Award: Bronze | Fall 2023

Award History:

Bronze since 2019.

| The 5 Es Category Scores | Verona | Max Score this round |
|--------------------------|--------|----------------------|
| Engineering | 24.86% | 79.3% |
| Education | 15.56% | 76.3% |
| Encouragement | 16.72% | 87.5% |
| Evaluation & Planning | 18.70% | 78.0% |
| Equity & Accessibility | 0.74% | 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: 0.8%

Male Commuter Ridership: 1.7%

Female Commuter Ridership: 0%

(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: 2

Annual Average Bicyclist Fatalities in last 5 years: 0

(Crashes and Fatalities both reported by applicant)

Verona's BFA Program Stats

of Local Bicycle Friendly Businesses: **0**

of Local Bicycle Friendly Universities: **0**

of Local League Cycling Instructors: **1**

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

Community Profile

Population: 14,889

Area: 8 square miles

Population Density: 1861.1 people/square mile

Land Classification:

Mixed Urban/Suburban

Poverty Rate: 1.6%*

Median Household Income: \$94,911*

Percent of the Population that Speaks a

Language Other Than English at Home: 6.3%*

Percent with Disability: 6.2%*

Percent of Households with No Vehicle Available: 0.7%*

*Source: https://data.census.gov/profile/Verona_city,_Wisconsin?q=160XX00US5582600

Verona's Bike Links

Bike Network Map, if available:

<https://dcimapapps.countyofdane.com/dcmaviewer/#>

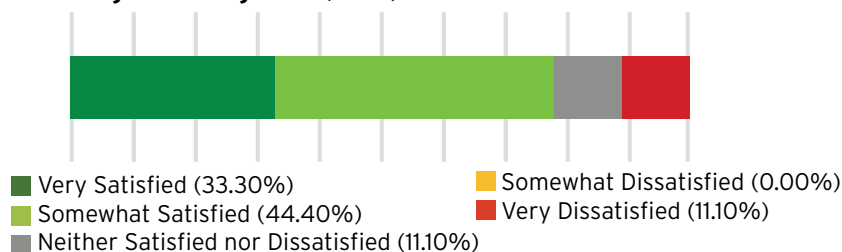
Bike Plan, if available:

<http://www.ci.verona.wi.us/612/Bike-and-Pedestrian-Study>

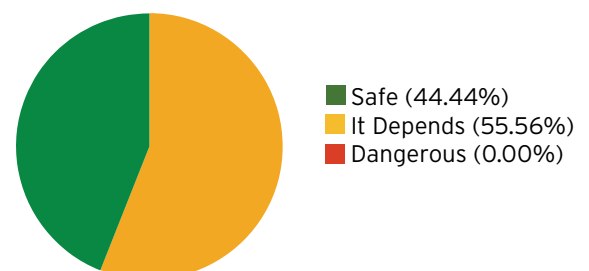
Fall 2023 BFC Public Survey Response Summary for Verona, WI

Note: Verona 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 = 9)



Is it safe or dangerous to ride a bicycle in your neighborhood, or does it depend? (n = 9)



What is the number one change you would most like to see the local government make in this community for bicyclists? (n = 9)

1. More bike lanes (33.30%)
2. Improve existing bike lanes to protected bike lanes (22.20%)

About this Report Card

The following scores are based on the online application submitted by Verona 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>Verona earned a weighted score of 24.86% in the Engineering Category. Below is the full breakdown of points that Verona 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 | Verona's Subcategory Points in Engineering |
| | Policies and Design Standards for the Built Environment | 3.4 / 41 pts |
| | End-of-Trip Facilities | 5.5 / 44 pts |
| | Bicycle Network | 23 / 128 pts |
| | Network Maintenance | 3.5 / 32 pts |
| | Bicycle Access to Public Transportation | 8.3 / 23 pts |
| | Bike Sharing | 0 / 24 pts |
| | Other Bicycle-Related Amenities | 1 / 6 pts |
| | Regional Coordination | 5 / 23 pts |
| Engineering Bonus Points | 2.5 / 10 pts | |

| EDUCATION | <i>Verona earned a weighted score of 15.56% in the Education Category. Below is the full breakdown of points that Verona 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 | Verona's Subcategory Points in Education |
| | Youth Bicycle Education | 11.8 / 68 pts |
| | Adult Bicycle Education | 0.5 / 47 pts |
| | Motorist Education | 4 / 28 pts |
| | Bicycle Safety Education Resources | 0.5 / 16 pts |
| | Inclusive Education | 0 / 26 pts |
| | Education Bonus Points | 2.8 / 7 pts |

| ENCOURAGEMENT | <i>Verona earned a weighted score of 16.72% in the Encouragement Category. Below is the full breakdown of points that Verona 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 | Verona's Subcategory Points in Encouragement |
| | Encouragement Policies, Programs and Partnerships | 2.7 / 17 pts |
| | Route-Finding Support | 3 / 10 pts |
| | Bicycle Culture and Promotion | 3.8 / 91 pts |
| | Access To Bicycle Equipment and Repair Services | 5.5 / 35 pts |
| | Reducing Work-Related/Fleet VMT | 3 / 11 pts |
| Encouragement Bonus Points | 2.8 / 7 pts | |

| EVALUATION & PLANNING | <i>Verona earned a weighted score of 18.70% in the Evaluation & Planning Category. Below is the full breakdown of points that Verona 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 | Verona's Subcategory Points in Evaluation & Planning |
| | Staffing And Committees | 0.8 / 35 pts |
| | Public Engagement for Bicycle Planning | 1.5 / 35 pts |
| | Planning, Funding, And Implementation | 8.3 / 46 pts |
| | Evaluating The Bicycle Network | 1 / 25 pts |
| | Evaluating Ridership | 1.8 / 20 pts |
| Evaluating & Improving Safety Outcomes | 7.4 / 42 pts | |
| Evaluation & Planning Bonus Points | 3.5 / 15 pts | |

| EQUITY & ACCESSIBILITY | <i>Verona earned a weighted score of 0.74% in the Equity & Accessibility Category. Below is the full breakdown of points that Verona 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 | Verona's Subcategory Points in Equity & Accessibility |
| | Equity & Accessibility Staffing, Committees, & Partnerships | 0 / 24 pts |
| | Equity Data Collection & Goals | 0.3 / 27 pts |
| | Equity & Accessibility Policies & Plans | 0 / 21 pts |
| | Equity & Accessibility in Engineering | 0.3 / 44 pts |
| | Equity & Accessibility in Education | -1 / 52 pts |
| | Equity & Accessibility in Encouragement | 0 / 42 pts |
| Equity & Accessibility in Evaluation & Planning | 1.5 / 51 pts | |
| Equity & Accessibility Bonus Points | 0 / 9 pts | |



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FEEDBACK TO IMPROVE:

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

- » Continue to improve and expand the low-stress bike network for all ages and abilities, 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.
- » Adopt a Complete Streets policy and create implementation guidance to institutionalize and ensure that the de facto standard practices of the current mayor and City staff are continued in the future by future administrations and staff. 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.
- » 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.
- » 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, APBP-compliant bike parking available. (See www.apbp.org/bicycle-parking-solutions)
- » Lower speed limits -- and designed speeds -- on more 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.
- » Work with local bicycle groups and interested parents to expand and improve the Safe Routes to School program to all K-12 schools. In particular, middle and high school education efforts could be improved -- this is particularly important as older students learn to drive and share the road.
- » 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, 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.
- » 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.
- » 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:

- » Create an official Bicycle & Pedestrian Advisory Committee (BPAC) to create a systematic method for on-going 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.
- » Conduct a more formal 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.
- » Consider what other local community groups exist in Verona 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.
- » 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.

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>