



Wichita Falls, TX



Award: Bronze | Fall 2023
Award History: Bronze since 2019.
 Previously Honorable Mention in 2016.

Wichita Falls's BFA Program Stats

of Local Bicycle Friendly Businesses: **4**
 # of Local Bicycle Friendly Universities: **0**
 # of Local League Cycling Instructors: **1**
 Texas's Bicycle Friendly State Ranking: **#32**

The 5 Es Category Scores	Wichita Falls	Max Score this round
Engineering	26.63%	79.3%
Education	49.07%	76.3%
Encouragement	46.06%	87.5%
Evaluation & Planning	38.93%	78.0%
Equity & Accessibility	22.23%	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: 103,687
 Area: 72 square miles
 Population Density: 1440.1 people/square mile
 Land Classification:
 Mixed Suburban/Urban/Rural
 Poverty Rate: 14.2%*
 Median Household Income: \$50,786*
 Percent of the Population that Speaks a Language Other Than English at Home: 10.9%*
 Percent with Disability: 12.9%*
 Percent of Households with No Vehicle Available: 8.1%*

*Source: https://data.census.gov/profile/Wichita_Falls_city,_Texas?g=160XX00US4879000

Wichita Falls's Bike Links

Bike Network Map, if available:
<https://www.wichitafallstx.gov/864/Maps>

Bike Plan, if available:
<https://wfmpo.com/plans/2020-2045-metropolitan-transportation-plan/>

Key Outcomes

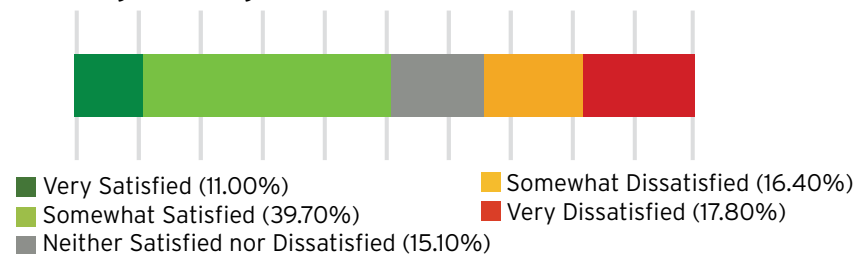
Overall Commuter Ridership: 0.3%
 Male Commuter Ridership: 0.4%
 Female Commuter Ridership: 0.2%
 (Bicycle Mode Share among commuters, according to the Census Bureau's 2022 American Community Survey 5-Year Estimate.)

Bicycle Mode Share: Unknown
 (Reported by applicant)

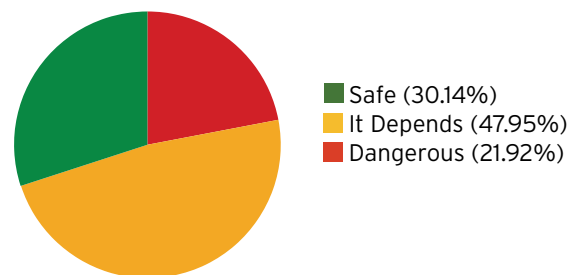
Annual Average Bicyclist Crashes in last 5 years: 15.2
Annual Average Bicyclist Fatalities in last 5 years: 0.4
 (Crashes and Fatalities both reported by applicant)

Fall 2023 BFC Public Survey Response Summary for Wichita Falls, TX

How satisfied are you with how this community is designed for making bike riding safe? (n = 73)



Is it safe or dangerous to ride a bicycle in your neighborhood, or does it depend? (n = 73)



What is the number one change you would most like to see the local government make in this community for bicyclists? (n = 73)

1. More bike paths (27.40%)
2. Increase education for drivers (20.60%)
3. Increase police enforcement of traffic laws for drivers (17.80%)
4. Improve existing bike lanes to protected bike lanes (11.00%)
5. More bike lanes (9.60%)

About this Report Card

The following scores are based on the online application submitted by Wichita Falls 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>Wichita Falls earned a weighted score of 26.63% in the Engineering Category. Below is the full breakdown of points that Wichita Falls 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	Wichita Falls's Subcategory Points in Engineering
	Policies and Design Standards for the Built Environment	6 / 41 pts
	End-of-Trip Facilities	7.3 / 44 pts
	Bicycle Network	17.3 / 128 pts
	Network Maintenance	23.5 / 32 pts
	Bicycle Access to Public Transportation	9.6 / 23 pts
	Bike Sharing	-5 / 24 pts
	Other Bicycle-Related Amenities	2.3 / 6 pts
	Regional Coordination	0 / 23 pts
Engineering Bonus Points	1.5 / 10 pts	

EDUCATION	<i>Wichita Falls earned a weighted score of 49.07% in the Education Category. Below is the full breakdown of points that Wichita Falls 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	Wichita Falls's Subcategory Points in Education
	Youth Bicycle Education	12.5 / 68 pts
	Adult Bicycle Education	29.3 / 47 pts
	Motorist Education	12.5 / 28 pts
	Bicycle Safety Education Resources	3.2 / 16 pts
	Inclusive Education	1.7 / 26 pts
	Education Bonus Points	5.3 / 7 pts

ENCOURAGEMENT	<i>Wichita Falls earned a weighted score of 46.06% in the Encouragement Category. Below is the full breakdown of points that Wichita Falls 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	Wichita Falls's Subcategory Points in Encouragement
	Encouragement Policies, Programs and Partnerships	3.8 / 17 pts
	Route-Finding Support	8.3 / 10 pts
	Bicycle Culture and Promotion	41.7 / 91 pts
	Access To Bicycle Equipment and Repair Services	5.3 / 35 pts
	Reducing Work-Related/Fleet VMT	3 / 11 pts
	Encouragement Bonus Points	0.8 / 7 pts

EVALUATION & PLANNING	<i>Wichita Falls earned a weighted score of 38.93% in the Evaluation & Planning Category. Below is the full breakdown of points that Wichita Falls 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	Wichita Falls's Subcategory Points in Evaluation & Planning
	Staffing And Committees	11.3 / 35 pts
	Public Engagement for Bicycle Planning	10.5 / 35 pts
	Planning, Funding, And Implementation	14.3 / 46 pts
	Evaluating The Bicycle Network	0 / 25 pts
	Evaluating Ridership	8.3 / 20 pts
	Evaluating & Improving Safety Outcomes	13.8 / 42 pts
Evaluation & Planning Bonus Points	1 / 15 pts	

EQUITY & ACCESSIBILITY	<i>Wichita Falls earned a weighted score of 22.23% in the Equity & Accessibility Category. Below is the full breakdown of points that Wichita Falls 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	Wichita Falls's Subcategory Points in Equity & Accessibility
	Equity & Accessibility Staffing, Committees, & Partnerships	6.8 / 24 pts
	Equity Data Collection & Goals	0.3 / 27 pts
	Equity & Accessibility Policies & Plans	1.6 / 21 pts
	Equity & Accessibility in Engineering	1.5 / 44 pts
	Equity & Accessibility in Education	3.7 / 52 pts
	Equity & Accessibility in Encouragement	11.5 / 42 pts
	Equity & Accessibility in Evaluation & Planning	11.5 / 51 pts
Equity & Accessibility Bonus Points	0.8 / 9 pts	



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FEEDBACK TO IMPROVE:

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

- » The data that Wichita Falls reported on its roadway network through your 2023 BFC Bicycle Network Worksheet was incomplete or inconsistent. This lack of complete data makes it difficult to judge the current state of bicycling infrastructure in Wichita Falls. Please ensure that full data is available on your roadway and bicycle network going forward so that your community can utilize GIS-based or other analyses, create high-quality bicycle network maps, and accurately assess the quality and connectedness of your bicycle network.
- » Continue to expand and improve Wichita Falls' 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.
- » 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.
- » 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. Again, ensure that your community systematically and consistently follows a bicycle facility selection criteria that increases separation and protection of bicyclists based on levels of motor vehicle speed and volume.
- » 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.
- » 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. Striping bicycle lanes as part of repaving operations can save 40% of the cost of adding a bicycle lane. If necessary, revisit your Complete Streets policy and process to ensure better compliance.
- » 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 to re-launch a new public bike share system to replace the system that recently ceased operations. 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 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.



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FEEDBACK TO IMPROVE, CONTINUED:

- » Continue to 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.
- » Develop a community-wide trip reduction ordinance/program, commuter incentive program, and a Guaranteed Ride Home program to encourage and support bike commuters in Wichita Falls.
- » 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.
- » Adopt a goal to eliminate traffic fatalities and serious injuries and support this goal with a comprehensive road safety plan and/or a Vision Zero policy 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. 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>
- » **More 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>