



Fitchburg, WI



Award: Silver | Spring 2023

Award History:

Silver since 2015; Previously Bronze since 2012.

Fitchburg's BFA Program Stats

of Local Bicycle Friendly Businesses: **10**
 # of Local Bicycle Friendly Universities: **0**
 # of Local League Cycling Instructors: **2**
 Wisconsin's Bicycle Friendly State Ranking: **#29**

The 5 Es Category Scores	Fitchburg	Max Score this round
Engineering	37%	53%
Education	24%	56%
Encouragement	51%	68%
Evaluation & Planning	33%	42%
Equity & Accessibility	23%	37%

Percentages shown above are the points received out of total points available in that category. See pages 2-3 for Fitchburg's subcategory points earned within each Category.

Key Outcomes

Overall Commuter Ridership: 1%

Male Commuter Ridership: 1%

Female Commuter Ridership: 0.9%

(Bicycle Mode Share among commuters, according to the Census Bureau's 2021 American Community Survey 5-Year Estimate.)

Bicycle Mode Share: Unknown

(Reported by applicant)

Annual Average Bicyclist Crashes in last 5 years: 7.2

Annual Average Bicyclist Fatalities in last 5 years: 0

(Crashes and Fatalities both reported by applicant)

Community Profile

Population: 32,064

Area: 35.45 square miles

Population Density: 938 people/square mile

Land Classification:

Mixed Suburban/Urban/Rural

Poverty Rate: 8%*

Median Household Income: \$82,486*

Percent of the Population that Speaks a

Language Other Than English at Home: 24%*

Percent with Disability: 10%*

Percent of Households with No Vehicle Available: 3%*

*Source: https://data.census.gov/profile/Fitchburg_city,_Dane_County,_Wisconsin?g=060XX00US5502525950

Fitchburg's Bike Links

Bike Network Map, if available:

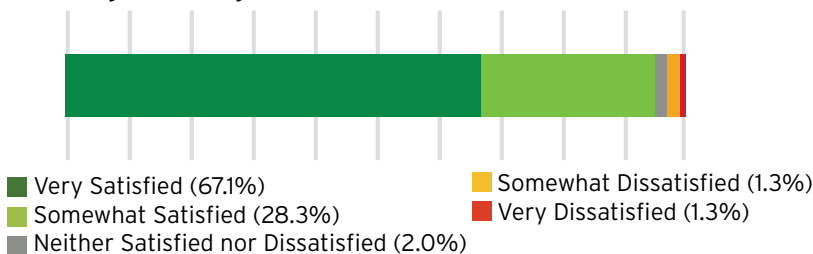
<https://osm.org/go/ZVEsOBt?layers=C>

Bike Plan, if available:

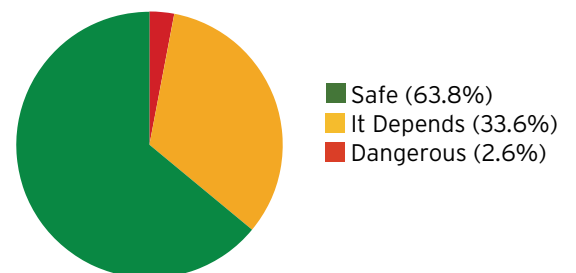
<http://www.fitchburgwi.gov/DocumentCenter/View/578/Bicycle-and-Pedestrian-Plan>

Spring 2023 BFC Public Survey Response Summary for Fitchburg, WI

How satisfied are you with how this community is designed for making bike riding safe? (n = 152)



Is it safe or dangerous to ride a bicycle in your neighborhood, or does it depend? (n = 152)



What is the number one change you would most like to see the local government make in this community for bicyclists? (n = 153)

1. More bike paths (23.5%)
2. Improve existing bike lanes to protected bike lanes (15.0%)
3. None, can't think of any (11.8%)
4. Increase police enforcement of traffic laws for drivers (9.8%)
5. Reduce speeds through traffic calming and/or road diets (9.2%)

About this Report Card

The following scores are based on the online application submitted by Fitchburg in the Spring 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 the Summer of 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 Spring 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>Fitchburg earned 37% of the points available in the Engineering Category. Below is the breakdown of points that Fitchburg earned in each subcategory of the Engineering section compared to the total points available in that respective subcategory from the Spring 2023 BFC application.</i>	
	Engineering Subcategories	Fitchburg's Subcategory Points in Engineering
	Policies and Design Standards for the Built Environment	8 / 41 pts
	End-of-Trip Facilities	23 / 44 pts
	Bicycle Network	38 / 128 pts
	Network Maintenance	18 / 32 pts
	Bicycle Access to Public Transportation	5 / 23 pts
	Bike Sharing	8 / 21 pts
	Other Bicycle-Related Amenities	2 / 6 pts
	Regional Coordination	16 / 23 pts
Engineering Bonus Points	4 / 10 pts	

EDUCATION	<i>Fitchburg earned 24% of the points available in the Education Category. Below is the breakdown of points that Fitchburg earned in each subcategory of the Education section compared to the total points available in that respective subcategory from the Spring 2023 BFC application.</i>	
	Education Subcategories	Fitchburg's Subcategory Points in Education
	Youth Bicycle Education	17 / 69 pts
	Adult Bicycle Education	20 / 47 pts
	Motorist Education	2 / 28 pts
	Bicycle Safety Education Resources	1 / 16 pts
	Inclusive Education	5 / 26 pts
Education Bonus Points	1 / 7 pts	

ENCOURAGEMENT	<i>Fitchburg earned 51% of the points available in the Encouragement Category. Below is the breakdown of points that Fitchburg earned in each subcategory of the Encouragement section compared to the total points available in that respective subcategory from the Spring 2023 BFC application.</i>	
	Encouragement Subcategories	Fitchburg's Subcategory Points in Encouragement
	Encouragement Policies, Programs and Partnerships	7 / 17 pts
	Route-Finding Support	5 / 10 pts
	Bicycle Culture and Promotion	57 / 91 pts
	Access To Bicycle Equipment and Repair Services	11 / 35 pts
	Reducing Work-Related/Fleet VMT	3 / 11 pts
	Encouragement Bonus Points	4 / 7 pts

EVALUATION & PLANNING	<i>Fitchburg earned 33% of the points available in the Evaluation & Planning Category. Below is the breakdown of points that Fitchburg earned in each subcategory of the Evaluation & Planning section compared to the total points available in that respective subcategory from the Spring 2023 BFC application.</i>	
	Evaluation & Planning Subcategories	Fitchburg's Subcategory Points in Evaluation & Planning
	Staffing And Committees	13 / 40 pts
	Public Engagement for Bicycle Planning	14 / 35 pts
	Planning, Funding, And Implementation	9 / 46 pts
	Evaluating The Bicycle Network	15 / 24 pts
	Evaluating Ridership	6 / 20 pts
	Evaluating & Improving Safety Outcomes	11 / 42 pts
Evaluation & Planning Bonus Points	2 / 7 pts	

EQUITY & ACCESSIBILITY	<i>Fitchburg earned 23% of the points available in the Equity & Accessibility Category. Below is the breakdown of points that Fitchburg earned in each subcategory of the Equity & Accessibility section compared to the total points available in that respective subcategory from the Spring 2023 BFC application.</i>	
	Equity & Accessibility Subcategories	Fitchburg's Subcategory Points in Equity & Accessibility
	Equity & Accessibility Staffing, Committees, & Partnerships	6 / 24 pts
	Equity Data Collection & Goals	0 / 12 pts
	Equity & Accessibility Policies & Plans	2 / 31 pts
	Equity & Accessibility in Engineering	10 / 44 pts
	Equity & Accessibility in Education	8 / 52 pts
	Equity & Accessibility in Encouragement	19 / 42 pts
	Equity & Accessibility in Evaluation & Planning	14 / 58 pts
Equity & Accessibility Bonus Points	3 / 9 pts	



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FEEDBACK TO IMPROVE:

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

- » 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.
- » Update your 2017 Bike Ped Plan by adopting specific measurable goals to better benchmark and track the success of the plan. Establish a dedicated annual budget for implementation of the plan, in addition to funding for ongoing bicycle programming and infrastructure development/maintenance.
- » The Healthy Neighborhoods Initiatives (HNI) is a great way to target neighborhoods that have experienced historic disinvestment. As you work to update the Bike & Ped Plan, consider how you can specifically connect infrastructure investments with HNI communities
- » Adopt a community-wide 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.
- » 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 work with and support the Wisconsin Bicycle Federation's advocacy efforts to urge the state legislature to improve bicycling-related policies at the state level, including adopting a Complete Streets statute, allowing the use of eminent domain for bicycle and pedestrian projects, and legalizing automated speed and red light enforcement in your state. If an automated traffic enforcement program is implemented in Fitchburg in the future, take precautions to ensure the system is implemented with socioeconomic and racial equity at the forefront, and offer educational diversion programs in lieu of fee-based citations.
- » 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). Launch a funded campaign to install bike parking at transit stops.
- » 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. Provide a fleet of bicycles in schools for on-bike education to ensure that all students can participate regardless of the availability of a bicycle in their household. Consider creating a curriculum around biking and math/science for STEM programs in middle schools.



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FEEDBACK TO IMPROVE, CONTINUED:

- » 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.
- » 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.
- » 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.

MORE RESOURCES FOR IMPROVING YOUR COMMUNITY:

- » **Guide to this BFC Report Card:** <https://bit.ly/BFC-Report-Card-Guide-Sp23>
- » **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 League's Benchmarking Project on Biking and 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>
- » **Advocacy Reports and Resources from the League:** <http://bikeleague.org/reports>
- » **Federal Funding Resources from the League:**
<https://bikeleague.org/take-action/policy-advocacy/federal-policy/federal-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>