



## Rogers, AR



**Award: Silver | Spring 2023**

### Award History:

Previously Bronze since 2018;  
Previously Honorable Mention in 2016.

### Rogers's BFA Program Stats

# of Local Bicycle Friendly Businesses: **6**  
 # of Local Bicycle Friendly Universities: **0**  
 # of Local League Cycling Instructors: **0**  
 Arkansas's Bicycle Friendly State Ranking: **#39**

The 5 Es Category Scores	Rogers	Max Score this round
Engineering	35%	53%
Education	32%	56%
Encouragement	46%	68%
Evaluation & Planning	35%	42%
Equity & Accessibility	25%	37%

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

### Key Outcomes

**Overall Commuter Ridership: 0.1%**

Male Commuter Ridership: 0.1%

Female Commuter Ridership: 0.1%

*(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: 2.6**

**Annual Average Bicyclist Fatalities in last 5 years: 0**

*(Crashes and Fatalities both reported by applicant)*

### Community Profile

Population: 71,112

Area: 38.89 square miles

Population Density: 1797.4 people/square mile

Land Classification:

Majority Suburban

Poverty Rate: 9.8%\*

Median Household Income: \$65,511\*

Percent of the Population that Speaks a

Language Other Than English at Home: 25.8%\*

Percent with Disability: 7.9%\*

Percent of Households with No Vehicle Available: 3.5%\*

\*Source: [https://data.census.gov/profile/Rogers\\_city,\\_Arkansas?g=160XX00US0560410](https://data.census.gov/profile/Rogers_city,_Arkansas?g=160XX00US0560410)

### Rogers's Bike Links

**Bike Network Map, if available:**

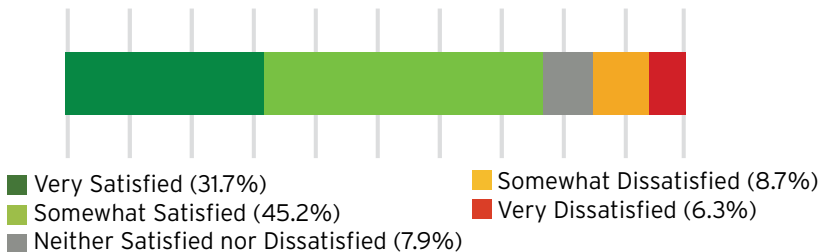
<https://www.rogersar.gov/208/Trails-Greenways>

**Bike Plan, if available:**

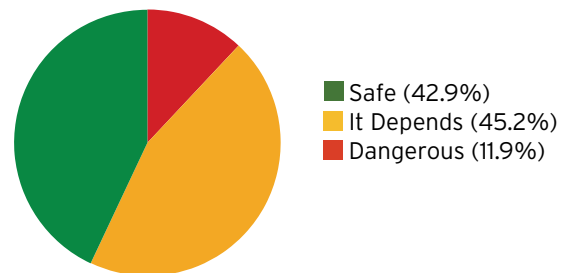
<https://www.rogersar.gov/DocumentCenter/View/7209/Rogers-Community-Plan-PDF>

## Spring 2023 BFC Public Survey Response Summary for Rogers, AR

**How satisfied are you with how this community is designed for making bike riding safe? (n = 126)**



**Is it safe or dangerous to ride a bicycle in your neighborhood, or does it depend? (n = 126)**



**What is the number one change you would most like to see the local government make in this community for bicyclists? (n = 126)**

1. More bike paths (31.7%)
2. More bike lanes (22.2%)
3. Increase education for drivers (8.7%)

## About this Report Card

The following scores are based on the online application submitted by Rogers 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>.

<b>ENGINEERING</b>	<i>Rogers earned 35% of the points available in the Engineering Category. Below is the breakdown of points that Rogers 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	Rogers's Subcategory Points in Engineering
	Policies and Design Standards for the Built Environment	12 / 41 pts
	End-of-Trip Facilities	20 / 44 pts
	Bicycle Network	33 / 128 pts
	Network Maintenance	15 / 32 pts
	Bicycle Access to Public Transportation	11 / 23 pts
	Bike Sharing	0 / 21 pts
	Other Bicycle-Related Amenities	2 / 6 pts
	Regional Coordination	17 / 23 pts
Engineering Bonus Points	4 / 10 pts	

<b>EDUCATION</b>	<i>Rogers earned 32% of the points available in the Education Category. Below is the breakdown of points that Rogers 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	Rogers's Subcategory Points in Education
	Youth Bicycle Education	26 / 69 pts
	Adult Bicycle Education	18 / 47 pts
	Motorist Education	3 / 28 pts
	Bicycle Safety Education Resources	4 / 16 pts
	Inclusive Education	7 / 26 pts
Education Bonus Points	4 / 7 pts	

<b>ENCOURAGEMENT</b>	<i>Rogers earned 46% of the points available in the Encouragement Category. Below is the breakdown of points that Rogers 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	Rogers's Subcategory Points in Encouragement
	Encouragement Policies, Programs and Partnerships	4 / 17 pts
	Route-Finding Support	4 / 10 pts
	Bicycle Culture and Promotion	40 / 91 pts
	Access To Bicycle Equipment and Repair Services	21 / 35 pts
	Reducing Work-Related/Fleet VMT	7 / 11 pts
	Encouragement Bonus Points	4 / 7 pts

<b>EVALUATION &amp; PLANNING</b>	<i>Rogers earned 35% of the points available in the Evaluation &amp; Planning Category. Below is the breakdown of points that Rogers earned in each subcategory of the Evaluation &amp; Planning section compared to the total points available in that respective subcategory from the Spring 2023 BFC application.</i>	
	Evaluation & Planning Subcategories	Rogers's Subcategory Points in Evaluation & Planning
	Staffing And Committees	14 / 40 pts
	Public Engagement for Bicycle Planning	7 / 35 pts
	Planning, Funding, And Implementation	18 / 46 pts
	Evaluating The Bicycle Network	7 / 24 pts
	Evaluating Ridership	8 / 20 pts
	Evaluating & Improving Safety Outcomes	20 / 42 pts
Evaluation & Planning Bonus Points	3 / 7 pts	

<b>EQUITY &amp; ACCESSIBILITY</b>	<i>Rogers earned 25% of the points available in the Equity &amp; Accessibility Category. Below is the breakdown of points that Rogers earned in each subcategory of the Equity &amp; Accessibility section compared to the total points available in that respective subcategory from the Spring 2023 BFC application.</i>	
	Equity & Accessibility Subcategories	Rogers's Subcategory Points in Equity & Accessibility
	Equity & Accessibility Staffing, Committees, & Partnerships	3 / 24 pts
	Equity Data Collection & Goals	0 / 12 pts
	Equity & Accessibility Policies & Plans	6 / 31 pts
	Equity & Accessibility in Engineering	10 / 44 pts
	Equity & Accessibility in Education	10 / 52 pts
	Equity & Accessibility in Encouragement	19 / 42 pts
	Equity & Accessibility in Evaluation & Planning	13 / 58 pts
Equity & Accessibility Bonus Points	4 / 9 pts	



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### FEEDBACK TO IMPROVE:

#### To maintain and improve on Rogers's Silver-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, guided by the NACTO and FHWA bikeway design guidelines. Focus on building a cohesive network, including connecting existing trails such as the 15-mile Railyard Loop that encircles the city to homes and daily destinations through low-stress on-road bike facilities.
- » 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.
- » Consider launching a bike share system that is open to the public. 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.
- » 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 Rogers.
- » Develop more 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.
- » Continue to increase multi-lingual bike safety and motorist education opportunities and resources. The League now offers several of the Smart Cycling education resources in Spanish, including the Smart Cycling Quick Guide and Smart Cycling manual. Find more ways to partner with and support local groups like Latinas en Bici to expand Spanish-language bicycling education, encouragement, and outreach programming in Rogers and across the region.



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### FEEDBACK TO IMPROVE, CONTINUED:

- » 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.
- » Conduct a connectivity and network quality analysis of your existing bicycle network, and work to upgrade high-stress facilities, and to identify and fill any gaps. See FHWA's guide on this topic: [https://bit.ly/FHWA\\_connectivity](https://bit.ly/FHWA_connectivity).
- » Your application indicated that your community is updating the 2015 Walk/Bike Action Plan. This is a great step to improving conditions for bicycling and institutionalizing processes for continual improvement. Your 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.

### 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](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](https://www.fhwa.dot.gov/environment/bicycle_pedestrian/funding/funding_opportunities.pdf)
- » **U.S. DOT Navigator:** <https://www.transportation.gov/dot-navigator>