



# STURGEON BAY, WI

TOTAL POPULATION

9,646

POPULATION DENSITY

982.2

TOTAL AREA (sq. miles)

9.82

# OF LOCAL BICYCLE FRIENDLY BUSINESSES

0

# OF LOCAL BICYCLE FRIENDLY UNIVERSITIES

0

## 10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

|  | Average Silver         | Sturgeon Bay           |
|--|------------------------|------------------------|
| High Speed Roads with Bike Facilities  | 35%                    | 0%                     |
| Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage | 48%                    | 14%                    |
| Bicycle Education in Schools   | GOOD                   | EXCELLENT              |
| Share of Transportation Budget Spent on Bicycling                            | 11%                    | UNKNOWN                |
| Bike Month and Bike to Work Events   | GOOD                   | AVERAGE                |
| Active Bicycle Advocacy Group  | YES                    | YES                    |
| Active Bicycle Advisory Committee  | MEETS EVERY TWO MONTHS | MEETS AT LEAST MONTHLY |
| Bicycle-Friendly Laws & Ordinances   | GOOD                   | NEEDS IMPROVEMENT      |
| Bike Plan is Current and is Being Implemented                                | YES                    | SOMEWHAT               |
| Bike Program Staff to Population   | 1 PER 78K              | 1 PER 2.4K             |

## CATEGORY SCORES

|  |         |
|--|---------|
| <b>ENGINEERING</b><br><i>Bicycle network and connectivity</i>                | 1.5 /10 |
| <b>EDUCATION</b><br><i>Motorist awareness and bicycling skills</i>           | 2.9 /10 |
| <b>ENCOURAGEMENT</b><br><i>Mainstreaming bicycling culture</i>               | 2.6 /10 |
| <b>EVALUATION &amp; PLANNING</b><br><i>Setting targets and having a plan</i> | 3.7 /10 |

## KEY OUTCOMES

|  | Average Silver | Sturgeon Bay                   |
|--|----------------|--------------------------------|
| <b>RIDERSHIP</b><br><i>Percentage of Commuters who bike</i>                      | 2.7%           | 0.00%                          |
| <b>SAFETY MEASURES CRASHES</b><br><i>Crashes per 10k bicycle commuters</i>       | 537            | RIDERSHIP TOO LOW TO CALCULATE |
| <b>SAFETY MEASURES FATALITIES</b><br><i>Fatalities per 10k bicycle commuters</i> | 6.3            | 0                              |



## KEY STEPS TO SILVER



» 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.

» Ensure that your Complete Streets policy is followed for all projects, and that compliance is better tracked. Compliance with a Complete Streets policy is an important and often low-cost way to add to your bicycle network. Consider adopting a more formal Complete Streets ordinance or resolution to support the Complete Streets goals outlined in the Sturgeon Bay Comprehensive Plan 2040 to ensure stronger compliance going forward.

» 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. Conduct a bike parking study or audit to determine current conditions of bike parking, both in terms of quality and quantity. 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](http://www.apbp.org/bicycle-parking-solutions))

» Improve bicycle safety education for students of all ages by incorporating on-bicycle education opportunities and by expanding

KEY STEPS CONTINUED ON PAGE 2...



# STURGEON BAY, WI

Fall 2021

## KEY STEPS TO SILVER CONTINUED

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.

» Expand bicycle education opportunities for adults by offering more educational opportunities per year. Host a League Cycling Instructor (LCI) seminar to increase the number of local LCIs in your community, allowing you to expand cycling education for youth and adults, deliver Bicycle Friendly Driver education to motorists, and have more experts available to assist in encouragement programs. Visit [bikeleague.org/ridesmart](https://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.

» 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.

» Begin the process of creating a new Bicycle Master Plan or updating your 2011 Bike Plan. Regularly updating your bicycle plan is key to improving conditions for bicycling, adhering to evolving best practices and national standards, and institutionalizing processes for continual evaluation and improvement. Ensure the new plan includes specific and measurable goals and performance measures to track progress, and is supported by a dedicated budget for implementation.

» Create a bicycle count program that utilizes several methods of data collection to create an understanding of current bicyclists and the effects of new facilities on bicycling in Sturgeon Bay. Automated bicycle counters provide long-term data on bicycle use at fixed points in a community and mobile counters can provide periodic or before/after data related to a change in your community's road or bicycle network. Observational counts and surveys can supplement automated data in order to collect demographic information and examine social equity goals.

» Ensure that your community tracks and utilizes traffic enforcement and citation data, including demographic data of all individuals stopped, to improve transparency and accountability. Traffic citation data can also be used to identify potential engineering, education, and policy solutions that could resolve frequently-occurring problems.

### MORE RESOURCES FOR IMPROVING YOUR COMMUNITY:

- » League of American Bicyclists: <https://www.bikeleague.org>
- » Guide to the BFC Report Card: [https://bikeleague.org/sites/default/files/Guide\\_to\\_the\\_Bicycle\\_Friendly\\_Community\\_Report\\_Card.pdf](https://bikeleague.org/sites/default/files/Guide_to_the_Bicycle_Friendly_Community_Report_Card.pdf)
- » Resources for Building a Bicycle Friendly Community: [https://bikeleague.org/BFC\\_Resources](https://bikeleague.org/BFC_Resources)
- » Building Blocks of a Bicycle Friendly Community: <https://bikeleague.org/content/building-blocks-bicycle-friendly-communities>
- » About the BFC Application Process: <https://bikeleague.org/content/about-bfc-application-process>
- » The Five E's: <https://bikeleague.org/5-es>
- » Tips for Current and Aspiring BFCs: <https://bikeleague.org/BFC-tips>
- » Smart Cycling Program: <https://bikeleague.org/ridesmart>
- » Advocacy Reports and Resources: <https://bikeleague.org/reports>
- » Bicycle Friendly Business Program: <https://bikeleague.org/business>
- » National Bike Month: <https://bikeleague.org/bikemonth>

