

THE BIKE FRIENDLY COMMUNITIES OF DANE COUNTY



The **League of American Bicyclists** has recognized the efforts of the **Cities of Fitchburg, Madison, Sun Prairie, and Verona** in its fall 2019 **Bicycle Friendly Community (BFC) awards**. In 2015, Madison metro area communities submitted the first-ever coordinated BFC applications for multiple communities after an 18-month collaborative process led by the **Active Living Work Group**, a collaboration between the **Healthy Kids Collaborative** and the **Madison Area Transportation Planning Board (MATPB)**. Building on that success, representatives from Fitchburg, Madison, Sun Prairie, Verona, and other communities met monthly to coordinate their 2019 applications.

With ongoing support through participation in the Active Living Work Group and assistance from the **Wisconsin Bike Federation**, local advocacy groups, and **Toole Design**, the 2019 round of applications resulted in Sun Prairie and Verona's earning their first-ever Bronze level certification as Bicycle Friendly Communities. Additionally, Fitchburg retained its Silver certification and Madison retained its Platinum certification – one of only five Platinum-level BFCs in the United States. Through a similar certification process, UW-Madison was upgraded from Gold to Platinum – one of only eight Platinum-level Bicycle Friendly Universities in the county.

The BFC application delves into how each community is addressing the traditional "five E's": Engineering – Creating safe and convenient places to ride and park; Education – Giving people of all ages and abilities the skills and confidence to ride; Encouragement – Creating a strong bike culture that welcomes and celebrates bicycling; Enforcement – Ensuring safe roads for all users; Evaluation & Planning – Planning for bicycling as a safe and viable transportation option; and the newly-included "sixth E" of Equity, Diversity, & Inclusion. The MATPB supports the six E's through a variety of initiatives, plans, studies, and programs:

ENGINEERING

The MATPB provides support and review services to communities developing Complete Streets or related ordinances and policies, active transportation and/or bicycle transportation plans, and other endeavors which support bicycle-friendly engineering.

The MATPB has adopted and supports implementation of multiple goals, policies, and recommendations specifically related to bicycling, as well as recommendations for streets and roadways.

EDUCATION

The MATPB supports and provides educational programs related to bicycling on a routine basis in many ways, including:

- Compiling and maintaining the geodatabase for the printed and on-line [Dane County Bicycle Map](#).
- Developing and maintaining a [Low-Stress Bike Route Finder](#) for urban street routes.

ENCOURAGEMENT

The MATPB administers the Madison metro area's [Rideshare, Etc.](#) program, which includes:

- Carpool, van pool, and bike-buddy matching; and,
- The Dane County [Guaranteed Ride Home](#) program.

ENFORCEMENT & SAFETY

In 2018 the MATPB completed the [Dane County Bicycle and Pedestrian Crash Study](#) and its [Executive Summary](#), followed by the 2019 Intersection Safety Network Screening analysis for the MATPB Planning Area.

EVALUATION & PLANNING

The MATPB has conducted multiple evaluation and analysis projects related to bicycling, as well as leading or supporting county-wide bicycle planning efforts, which include:

- The [Bicycle Transportation Plan for the Madison Metropolitan Area and Dane County](#); and,
- The [Dane County Bicycle Wayfinding Manual](#).

EQUITY, DIVERSITY, & INCLUSION

The MATPB participates in and supports the **JUST Bikes Coalition**, which specifically targets bringing bicycle education, resources, and programs to traditionally-underrepresented groups. Additionally, the screening and scoring criteria used by the MATPB in selecting local projects for funding through local allocations of federal STBG-Urban and TAP funds prohibit the support of

projects which will have disproportionate negative impacts on disadvantaged populations, and favor projects which will benefit those populations.

Although Middleton, Monona, Oregon, and Dane County also participated in the Active Living Work Group, they were not able to complete their applications in time for the fall 2019 certification deadline. These communities continue to improve their bicycle facilities and programs and will apply for re-certification in future application cycles. The Active Living Work Group, Healthy Kids Collaborative, and MATPB are ready to assist these and any other Dane County communities in making progress on the six E's.

Email Transportation Planner Ben Lyman at blyman@cityofmadison.com for more information or for assistance in applying for BFC status for your community.