



## Village of Whitefish Bay

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### **For Immediate Release**

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## **Whitefish Bay Joins Wisconsin Bike Fed as Bike Friendly Community**

VILLAGE OF WHITEFISH BAY, WISCONSIN. January 19, 2023 – The Village of Whitefish Bay is now a proud partner of the Wisconsin Bike Fed, an organization focused on making bicycling convenient, safe, accessible and fun. The Bike Fed is a resource for cultivating, motivating and uniting a strong community of residents, businesses and political leaders to promote safety for both bicyclists and pedestrians in Wisconsin.

The Village has joined the Wisconsin Bike Fed as a Bike Friendly Community member, the highest participant level.

“Joining the Bike Fed is just one step the Village is taking to enhance bike and pedestrian safety. The Bike Fed will prove to be an enormous resource for providing assistance in reviewing our existing bike and pedestrian safety conditions, while also offering guidance on implementing improvements. The organization will assist with public education efforts and events.” said John Edlebeck, Director of Public Works. “There will be many opportunities to become involved in bike and pedestrian safety campaigns in the years ahead.”

As a Bike Friendly Community member of the Wisconsin Bike Fed, the Village will benefit from a variety of assistance and services including:

- Support in filing application with the League of American Bicyclists “Bicycle Friendly Community” Program.
- Ability to work with planning experts to determine best-fit pedestrian and bike-friendly enhancements.
- Access to road safety education materials for targeted campaigns.
- Networking and collaboration with other participating Bike Fed participants.

Most notable from this list is the assistance Wisconsin Bike Fed will provide the Village in applying for the League of American Bicyclists “Bicycle Friendly Community” program. This is a rigorous application process that will result in the Village not only being able to identify existing bike and pedestrian safety strengths, but also the existing deficiencies. Going through the process of completing the application will be beneficial whether the Village is accepted into the “Bicycle Friendly Community” program, or not.

Current Wisconsin Bike Fed municipal participants include: Madison, Appleton, Fitchburg, La Crosse, Milwaukee, Shorewood, Stevens Point, Dane County, Eau Claire, Green Bay, Janesville, Kenosha County, Menasha, Menomonie, Middleton, Monona, Onalaska, River Falls, Sheboygan, Sheboygan County, Sturgeon Bay, Sun Prairie, Verona, Wausau