

THE LEAGUE

OF AMERICAN BICYCLISTS
since 1880

Building a Bicycle Friendly America for everyone

May 3, 2017

Paula Vandehey
Director of Public Works
City of Appleton
100 N. Appleton Street
Appleton, WI 54913

Dear Paula:

Congratulations to Appleton on your Bicycle Friendly Community designation at the Silver level. This award recognizes the efforts of your community to improve conditions for people who bike. The award will be current for four years, and your designation will be up for renewal in 2021. During that time, your community's report card will be publicly available in our award database: <http://bikeleague.org/bfa/awards#community>.

Enclosed is an award certificate.

If you would like to order Bicycle Friendly Community road signs or other materials, please visit the League store at www.bikeleague.org/bfcstore.

Once again, congratulations on your efforts to create a great Bicycle Friendly Community. Thank you for your engagement with the Bicycle Friendly Community program and the efforts that you are making to improve conditions for people who bike.

Best Regards,



KEN MCLEOD, *Policy Director*
KEN@BIKELEAGUE.ORG | 202-621-5447
THE LEAGUE OF AMERICAN BICYCLISTS
WWW.BIKELEAGUE.ORG/COMMUNITY

We're leading the movement to build a bicycle-friendly America for everyone. [Join us.](#)

THE LEAGUE
OF AMERICAN BICYCLISTS
since 1880

is pleased to designate

Appleton, WI
as a

BICYCLE FRIENDLY
COMMUNITY

in recognition of your outstanding efforts to encourage bicycling in your community

2017 - 2021 » SILVER

Bill Meyer

PRESIDENT



Karen Jenkins

CHAIR, BOARD OF DIRECTORS



APPLETON, WI

TOTAL POPULATION

73,463

POPULATION DENSITY

2950

TOTAL AREA (sq. miles)

24.9

OF LOCAL BICYCLE FRIENDLY BUSINESSES 1

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES 0

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Gold	Appleton
High Speed Roads with Bike Facilities	35%	0%
Total Bicycle Network Mileage to Total Road Network Mileage	80%	11%
Bicycle Education in Schools	GOOD	ACCEPTABLE
Share of Transportation Budget Spent on Bicycling	13%	1%
Bike Month and Bike to Work Events	VERY GOOD	GOOD
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS AT LEAST MONTHLY	EVERY TWO MONTHS
Bicycle-Friendly Laws & Ordinances	GOOD	AVERAGE
Bike Plan is Current and is Being Implemented	YES	SOMEWHAT
Bike Program Staff to Population	1 PER 36K	1 PER 122K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	4 / 10
EDUCATION <i>Motorist awareness and bicycling skills</i>	4 / 10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	4 / 10
ENFORCEMENT <i>Promoting safety and protecting bicyclists' rights</i>	2 / 10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	3 / 10

KEY OUTCOMES

	Average Gold	Appleton
RIDERSHIP <i>Percentage of Commuters who bike</i>	5.2%	1.0%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	291	772
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	2.6	11



KEY STEPS TO GOLD



» Appleton has adopted several planning documents that have set the stage for bicycling improvements. The next step is implementation and creating a safe, comfortable, and accessible bicycling network. Appleton has a strong base of low-speed streets that should be suitable to bicycling, but there is not an extensive network that allows easy movement throughout the community.

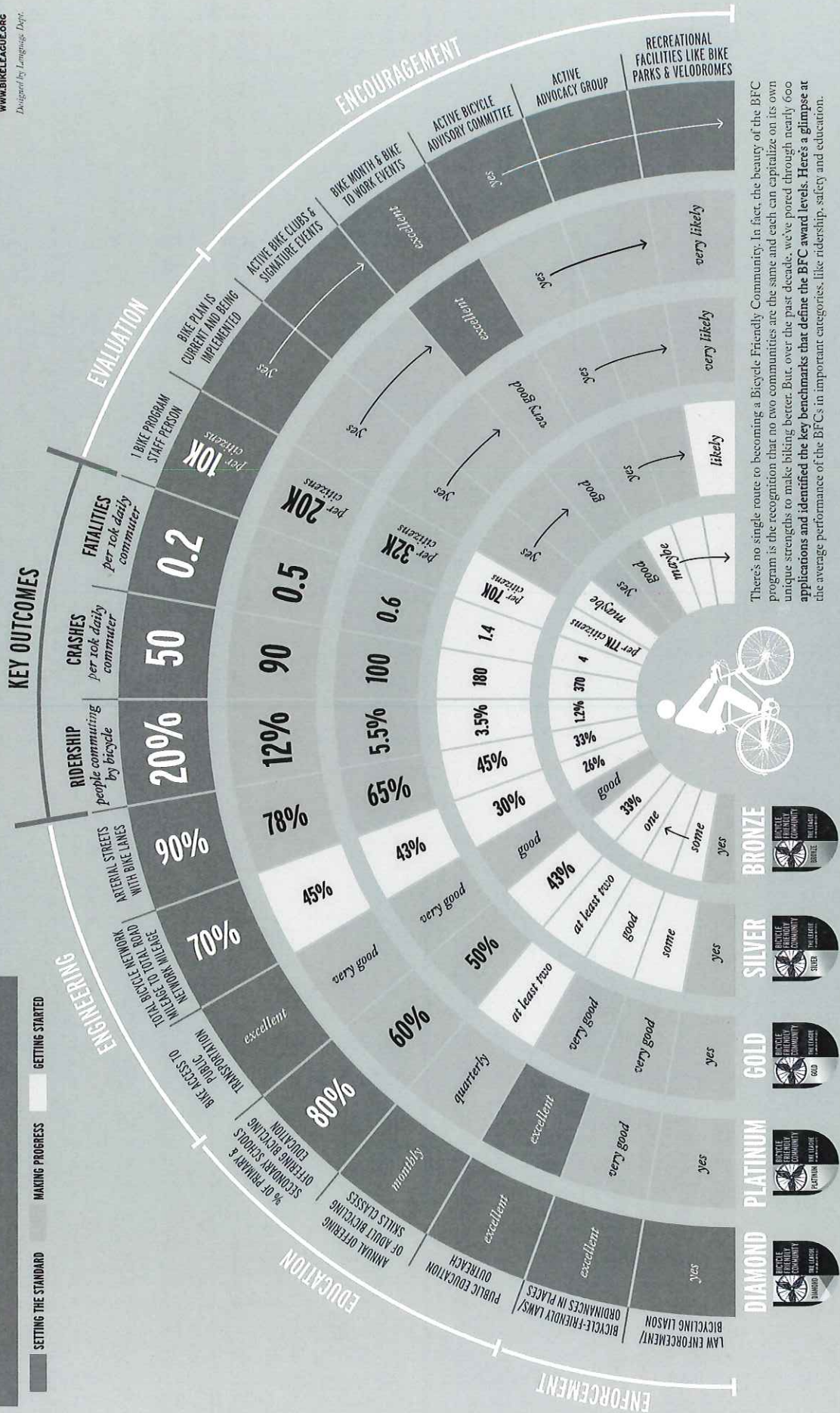
» Bicycle-safety education should be a routine part of education, for students of all ages, and schools and the surrounding neighborhoods should be particularly safe and convenient for biking and walking. Work with your local bicycle groups or interested parents to expand and improve the Safe Routes to School program to all schools.

» Increase the amount of staff time spent on improving conditions for people who bike and walk. Increasing staff time, either by creating a position or changing the responsibilities of current staff, can have a positive impact on the ability of your community to execute bicycling and walking-related projects and programs.

» Install a bicycle wayfinding system with distance and destination information at strategic locations around the community, integrating preferred on-street and off-street facilities. Wayfinding may be particularly useful around along routes that may be likely to attract non-regular bicycle riders and at intersections.

THE BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

Produced by
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There's no single route to becoming a Bicycle Friendly Community. In fact, the beauty of the BFC program is the recognition that no communities are the same and each can capitalize on its own unique strengths to make biking better. But, over the past decade, we've pored through nearly 600 applications and identified the key benchmarks that define the BFC award levels. Here's a glimpse at the average performance of the BFCs in important categories, like ridership, safety and education.



DIAMOND

PLATINUM

GOLD

SILVER

BRONZE