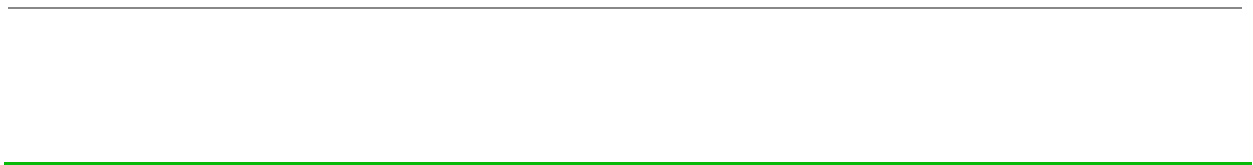


Environmental Studies: Senior Seminar, Fall 2017

Bike Friendly Oshkosh

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Executive Summary

We recommend that the Oshkosh Sustainability Advisory Board partner with the Oshkosh Bicycle and Pedestrian Advisory Committee in order to pursue a bike friendly certification from the League of American Bicyclists. Seventeen other cities across Wisconsin have been certified at some level, creating a network of bike friendly communities. Like these cities, Oshkosh obtaining a certification will help address the issues of: sustainable transportation, public health, and reducing levels of congestion throughout the city. From this process, it is hoped that Oshkosh will be able to achieve: at least a bronze level of certification, increased use of the bicycle network, and greater levels of community engagement between citizens and city officials. Financially, obtaining this certification will cost the city approximately \$150 per year to maintain. Even though the certification does not cost much, financial investments from the city to improve the current bicycle network will be necessary if the city wishes to achieve a higher level of certification in the future. Also, the application itself is time consuming to fill out, and will require additional personnel hours from the city staff to complete. We know that the Bike and Pedestrian Advisory Committee is very busy, so we have filled out approximately fifty percent of the application to help reduce the time required of them to complete the application. The remaining portion requires data that the city is better equipped to provide.

With this certification, the city will be able to advance its sustainability goals by reducing carbon emissions from transportation throughout the city, and gain additional points toward the city's Green Tier sustainability strategies scoresheet. Whether or not Oshkosh obtains certification at this time, the League of American Bicyclists will provide resources and assistance to improve Oshkosh's bike network. Additionally, the league will help the city work towards achieving higher certification goals by providing planning structure and step by step guidance. While Oshkosh may not be certified right away, the advantages of the city applying for a League of American Bicyclist certification are still worthwhile. Stakeholder input has also made clear the overwhelming support for biking structure and culture in Oshkosh. Additionally, this certification can also be used as a marketing tool to promote a healthy and sustainable community for potential future residents, and also build momentum within the city to continue improving the current bicycle network.

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Problem Identification

In the city of Oshkosh, motor vehicle transportation remains the most dominant mode of transportation. While much of the city's current transportation network has been developed for motor vehicle use, there are many downsides associated with this form of transportation. Increased motor vehicle use not only results in greater levels of congestion throughout the city, but also higher levels of carbon emissions. By maintaining the current state of the city's transportation network, Oshkosh would be increasing the dangerous and costly health effects associated with motor vehicle traffic. Additionally, the continued dominance of motor vehicle traffic in Oshkosh is not sustainable. One way the city of Oshkosh can promote a sustainable and healthy form of transportation is by continuing to develop its bicycle transportation network.

In its current form, the city's bicycle network is viewed as unsafe by community members, and inefficient, due to its overall lack of connectivity. The city is currently attempting to address this issue by creating more bicycle lanes and shared lanes, or "sharrows," to make it easier for bicyclists to travel throughout the city. With the expansion of the city's current bicycle network, and an increase in the users taking advantage of the network, the issue of biker education has also become an important point of contention.

Many bikers throughout the city are unaware of the rules and guidelines that bicyclists should follow to minimize the occurrence of potentially dangerous accidents. While there are some groups in the region that provide safety tips for bicyclists, the city has fallen behind in providing educational materials for its residents and the body language used to state turning signals. Because of these issues, many community members do not use the current bicycle network. In order to move forward as a bike friendly city and gain certification from the League of American Bicyclists, updates need to be done to the city's current bicycle network.

Proposed Action

In order to make the city of Oshkosh bicycle friendly, we propose application for a bike friendly community certification from the League of American Bicyclists. The league describes the program as “much more than a practical, cost-effective solution to many municipal challenges,” and describes it as “an opportunity to make your community a vibrant destination for residents and visitors” (League of American Bicyclists). With this certification, the city will be able to effectively gauge their overall bicycle friendliness against other cities in the region by comparing the report card the city will receive with report cards on the league’s website. The city will also receive a step-by-step guide describing how to further improve the city's biking system, and guidance to determine the best path possible to making our collective vision of a bike friendly Oshkosh a reality. In addition to giving Oshkosh a metric to compare its bike friendliness with other communities, a bronze certification will also be a powerful marketing tool for the city of Oshkosh to help attract potential residents.

League of American Bicyclists

Originally founded as the League of American Wheelman in 1880, the League of American Bicyclists is a non-profit organization that has continued to promote their vision of “a nation where everyone recognizes and enjoys the many benefits and opportunities of bicycling” (League of American Bicyclists). Additionally, the league hopes to promote their vision through their mission as leaders to: “listen and learn, define standards and share best practices to engage diverse communities and build a powerful, unified voice for change” for bicyclists throughout the country (League of American Bicyclists). By promoting their vision and mission, the league is attempting to create a bike culture throughout the country with certifications available for: universities, communities, businesses, and states.

Stakeholders

Below is a list of the relevant stakeholders, their viewpoints, and connections to biking in the city of Oshkosh. The list is broken down into four categories: Key, Primary, Secondary, and Expert stakeholders.

Key Stakeholders

One of the most important aspects of conducting stakeholder interviews is to understand the perspective and limitations of the individuals that would be most directly impacted by the city obtaining a League of American Bicyclists certification. These key stakeholders can be individuals that are positively or negatively impacted by the city obtaining this certification, or even the individuals that perform the work necessary to fill to achieve this certification.

Steven Wiley and Alexa Naudziunas - Associate Planners for the City of Oshkosh

Alexa Naudziunas and Steven Wiley are two city planners that work for the city of Oshkosh. As planners, their input is vital to the success of our project because they can have an influential say in what bicycle infrastructure projects get completed in the city. Naudziunas specifically has a rather influential position, as she is also part of the city's Bicycle and Pedestrian Advisory Committee. While Wiley is not directly involved with the committee that oversees bicycle and pedestrian infrastructure projects, he assists with the Sustainability Advisory Board, which will play an important role if the city wishes to obtain a League of American Bicyclist certification. During the interview, Naudziunas and Wiley primarily focused on a couple of key issues: the importance of civic engagement, and the value of sustainable infrastructure.

The most important issue Naudziunas and Wiley discussed was the topic of civic engagement, and how it relates to bicycle friendly infrastructure development. Often times, during Bicycle and Pedestrian Advisory Committee meetings, Naudziunas indicated that citizens rarely attend or participate in their discussions. For the committee, this can make it

difficult to support expensive infrastructure development projects if the entire committee does not agree. Naudziunas and Wiley suggested that while it appears many citizens are in support of expanding the bicycle network in the city, if they are unwilling to voice their opinions at meetings or through organizations, any form of opposition to expanding the network will likely succeed. Naudziunas indicated that this is why a lot of the bicycle network is made up of shared lanes, or “sharrows,” instead of bike lanes. Businesses are often against the loss of motor vehicle parking spots to bike lanes in front of their buildings, so the committee frequently has to compromise and construct sharrows — which do not require as much space. If citizens wish to see the construction of more bicycle friendly infrastructure, such as bike lanes, they will have to make their opinions known.

The second most important thing Naudziunas and Wiley associated with this project was the value of creating sustainable infrastructure. They both indicated that the city has been attempting to create several forms of sustainable infrastructure, such as: permeable parking lots, buildings constructed with LEED standards, bioswales, and the expansion of the city’s bicycle network. When asked how they thought the city compared sustainability-wise to other cities in the region, they felt that Oshkosh is staying competitive with other cities in the region, such as Appleton and Fond du Lac. Not only is the construction of sustainable infrastructure better for the current residents of the city, but it can also be used as a marketing technique to entice potential residents to move to Oshkosh. While it may be difficult to see the tangible financial benefits of constructing bicycle infrastructure, it can provide marketing opportunities, increased traffic in business districts, and health benefits to members of the community.

Ben Rennert - *Owner of Winnebago Bicycle, and member of the Bicycle and Pedestrian Committee*

Ben Rennert is the owner of Winnebago Bicycle, and also a member of the Bike and Pedestrian Advisory Committee. As a bike shop owner, Rennert is very knowledgeable about the city’s current bicycle programs. Given his current job and status as a member of the Bike and Pedestrian Advisory Committee, he will be directly impacted by our certification proposal. During his interview, Rennert agreed that having a Bike Friendly Certification would be very beneficial to the city; but, when asked where he thought the city

would score for the certification, he said that we are not where we need to be to achieve a certification. Rennert followed up by saying that if Oshkosh was going to pursue a bike friendly certification, filling out the application and getting representatives from the bike federation to come to the city would be motivating enough for the city to continue pursuing bicycle friendly options. While Rennert does not believe that Oshkosh's current bicycle network would achieve a certification, he does believe in the value of the attempt. His role on the Bicycle and Pedestrian Advisory Committee gives him direct influence over whether the city applies for this certification.

Additionally, as a small business owner, Rennert agrees that having a bike friendly certification would be beneficial to his, and other local businesses. Rennert suggested that if the city is motivated to improve its bicycle network with a bike friendly certification, the city might attract more bike minded people — expanding his potential customer base. Rennert also asserted that if there is more bike friendly infrastructure, it could get more people into the downtown area that many not have gone otherwise — due to a lack of motor vehicle parking.

Bicycle and Pedestrian Advisory Committee - *Oshkosh, WI*

The Bike and Pedestrian Advisory Committee advises the common council on matters that concern cycling and pedestrian activities throughout the city. This committee also focuses on policy and planning issues. They help Oshkosh by proposing suggestions to improve the bike and pedestrian network throughout the city. Their voice is important because when it comes to matters concerning cyclists, this committee is the main conduit of communication for the public to reach city officials. Members of the committee showed support of our proposal, with minimal concerns about cost and motives of achieving certification. Overall, the Bike and Pedestrian Advisory Committee was glad to see students getting involved with the city, and was willing to help in any way possible. This committee would most likely handle finalizing the partial application that we will supply the city, and also for renewing the League of American Bicyclists certification in the future.

Primary Stakeholders

Below are two of the primary stakeholders that were found of importance to the city obtaining a certification from the League of American Bicyclists. Each of these stakeholders represents someone who would be directly impacted by Oshkosh obtaining this certification. Each stakeholder has a different background, but plays an important role in Oshkosh's bicycling community.

Isaiah Grey - *Founder of the UW-Oshkosh Cycling Club*

Isiah Grey is an avid cyclist, and the founder of the UW-Oshkosh Bicycle Club. He has lived in Oshkosh for 5 years, and has spent significant time getting to know Oshkosh's bicycle network. Grey is also an active part of Oshkosh's bike community, as well as a frequent customer of Winnebago Bicycle. Grey has a unique and honest opinion of Oshkosh's current bike network, and was more than willing to provide his perspective of the functionality of the city's bicycle network. During his interview, Gray was able to identify several strengths and weaknesses of Oshkosh's bike network.

Grey indicated that one of the strengths of Oshkosh's bicycle network is the Wiouwash trail. The trail is one of the bicycle network's biggest attractions because it connects downtown Oshkosh with other cities along the trail. The UW-Oshkosh Cycling Club frequents the Wiouwash trail as one of their favorite starting places to have long distance rides. Grey also indicated that another strength of the bicycle network is how well the campus and downtown areas are connected by the bike lanes on Algoma Boulevard, High Street, and Irving Avenue. Grey also stated that as a commuter, going to work or school was made much easier by the development of bike infrastructure throughout the city. Additionally, he also identified Winnebago Bicycle as the center of Oshkosh's cycling community. The bike shop has everything a cyclist could need for advanced riders like Grey, or beginners — which creates the opportunity for new cyclists to take up the activity. Grey also identified some flaws with Oshkosh's bicycle network.

Some of the primary concerns Grey identified with the city's bicycle network are the poor conditions of the roads around campus, and the lack of long distance infrastructure that connects Oshkosh and Neenah along Highway A. Grey said that the roads around campus have not been properly maintained, and he did not feel it is safe to ride his bike under these current conditions. Often at meetings of the cyclists club, Grey also indicated that other members have also complain about the same issue of poor road conditions surrounding the campus. Additionally, Grey feels there is not enough bicycle infrastructure protecting cyclists along Highway A. Grey indicated that because motorists are able to travel at a high-rate of speed, the lack of bicycle infrastructure makes it unsafe for bicyclists to travel on the road. To fix this problem, Grey suggested that the city and county partner to create a bicycle trail along Highway A. This would not only provide bicyclists with a safe means of travel, but also increase the potential of tourism revenue as the trail would pass near Lake Winnebago — providing an excellent scenic view.

Mike Halron - Board member of the *Oshkosh Cycling Club*

Mike Halron was previously the president of the Oshkosh Cycling Club, and is now a club board member. Halron has been a longtime Oshkosh resident, and also a passionate cyclist. The Oshkosh Cycling Club is very community oriented, and seeks to encourage biking at all ages and abilities. The club currently has approximately eighty-five members, and is always seeking to increase its membership. As part of the clubs community engagement opportunities, it offers a wide variety of events for young children, adults, and senior citizens. These events can range in size from a handful of people doing a weekly ride, to 1,500 people at the annual bike swap event at the fairgrounds. Overall, the club is very safety conscious. They attempt to promote bike safety whenever possible, and work with the police department to hold safety oriented events.

Halron also expressed how he routinely interacts with cyclists from all over Oshkosh, and travels the city's existing bike network frequently. By doing this, Halron is able to frequently observe issues and potential improvements needed of the Oshkosh bike network.

A major point of emphasis discussed by Halron was the disconnection of the existing bike paths and trails, which he considers to be a structural priority for the city. The club has worked with the Oshkosh Bike and Pedestrian Advisory Committee in the past, and has very good experiences working with the city to try and correct some of these issues. Even though Halron believes the city's bicycle network needs work, he has seen Oshkosh's bikeability improve markedly over the years. By fostering educated conversations and creating productive compromises, Halron believes Oshkosh has the potential to become both a sustainable and a bike friendly city.

Secondary Stakeholders

Below are secondary stakeholders that are important to making the city of Oshkosh become bicycle friendly. Each of these stakeholders are indirectly impacted by the city's choice to pursue, or not pursue a certification from the League of American Bicyclists. Members of this stakeholder group include local residents, community members, and anyone else indirectly impacted by this certification. All these forces are important to listen to since they represent the citizens who use or interact with the biking infrastructure throughout the city.

M. Elsbeth "Misty" McPhee - *UW-Oshkosh Professor, and avid bicyclist*

McPhee is a citizen of Oshkosh, and is an important community member because she represents the embodiment of the Oshkosh cycling community. McPhee prefers to use her bike as her main mode of transportation throughout the city, as she uses her bike almost everyday to get to work, to the store, and home. McPhee prefers this mode of transportation because of the health benefits associated with biking, the lack of fossil fuel use, and she states: "it is a quicker way to get to point A to point B." Because McPhee does bike almost everyday of the year, she does state there are some issues she experiences as a bicyclist in Oshkosh.

McPhee states that Infrastructure is an important topic to her, as biking is her primary mode of transportation throughout the city. McPhee indicates that some of these infrastructure problems include: bike lanes randomly ending, a lack of parking stations, and a lack of snow removal to the entire bicycle infrastructure throughout the winter months. McPhee plans to continue to be resident of Oshkosh, as she is in the process of building a house in the city, and would greatly appreciate the city continuing to invest in its bicycle infrastructure. As an educator at the University of Wisconsin-Oshkosh, McPhee has continued to promote the importance of biking as a sustainable form of transportation in her classes. Additionally, McPhee can be viewed as a valuable contact between the city and students for the continued development of bicycle infrastructure development throughout the city of Oshkosh.

Community Survey

With the help of city officials, we were able to distribute this survey to members of the community, and students at UW-Oshkosh using Google surveys. The survey provides input from a wide-range of citizens, and because it is anonymous, every participant's response is equally weighted. Additionally, this method allows us to reach a large audience within the city, and may help increase awareness about making the city of Oshkosh bicycle friendly. The limitations of this kind of survey, though, is only people that are interested in the topic will participate — leaving out the perspective of a large portion of the community.

Of the approximately 90 responses gathered from the survey, roughly forty-seven percent of respondents viewed safety as the biggest weakness of the city's bicycle network. Part of this overall lack in safety could be in response to the city's current tactic of constructing share lanes, or "sharrows," instead of bike lanes. Bike lanes offer riders a sense of safety by providing them a dedicated space to ride free of motor vehicle traffic. Even though they are just lines of paint on the road, 98.8 percent of respondents indicated they would rather ride their bicycle in a bike lane, or on a bike path, instead of using a sharrow. The lack of interest in sharrows may also be associated with the overall lack of education dedicated to teaching motorists about sharing the road with bicyclists.

Additionally, several respondents have indicated that motorists do not pay attention to bicyclists while on the road, or provide them the necessary space to feel comfortable. One of the easiest things that the city can do to help raise awareness for bicyclists is to increase the amount of signage along roadways stating that bicyclists have the right to take up the entire lane of traffic. Along with increased signage, other educational factors such as newsletters or website content can be added to help increase awareness for bicyclists. All of these factors can help increase overall awareness and safety for bicyclists in Oshkosh.

Expert Stakeholders

Expert stakeholders are a vital component to any policy, ordinance, or certification being passed. Even though an expert stakeholder may not be financially or emotionally invested in this particular issue at hand, they can provide the city with a plethora of knowledge to help them achieve their goal. Expert Stakeholders knowledge comes from personal experiences that can be used to inform and shape the current discussion of helping the city of Oshkosh become certified by the League of American Bicyclists.

Paula Vandehey and Dean Gazza - *Director of Public Works and Director of Parks, Recreation, and Facilities for the city of Appleton, Wisconsin*

Paula Vandehey is the director of Public Works for the city of Appleton, and handles bike lane and traffic infrastructure development throughout the city. Dean Gazza also works for the city of Appleton, and is the director of Parks, Recreation, and Facilities. Gazza is in charge of bike and pedestrian pathway development. Vandehey and Gazza indicated that local community members and different departments from within the city initially showed interest in obtaining certification from the League of American Bicyclists. It was then decided to fill out the application in an attempt to work towards a more bike friendly city.

Vandehey and Gazza jointly worked on filling out the application for the League of American Bicyclists, and were responsible for the city receiving bronze certification in 2013, and silver certification in 2017. While submitting their first application in 2013, Vandehey and the former director of Public Works worked to gather the necessary information for the application over a few months. For the city's second application in 2017, Gazza and Vandehey took charge of the application process, but also brought in help from other city workers to complete the application. Over a six month time period, Gazza, Vandehey, and their team worked a few hours each month to complete the application. Vandehey and Gazza both agreed that they completed the application for the citizens of Appleton, and not for a fancy membership or award. Their experience and expertise would be very beneficial to the city of Oshkosh because each city has a similar population, a river flows through each city, and each city is home to a few different universities. This gives Oshkosh a model to look to, and support if needed for the application process.

Patrick Ivory - *Eau Claire Senior City Planner*

Patrick Ivory is the senior city planner in Eau Claire. Ivory was chosen as an expert stakeholder because he has gone through the process of becoming bronze certified in 2010. Oshkosh and Eau Claire are similar in many ways such as population size, and geographic features. His expertise is valuable not only to get details on the application process, but also to follow in Eau Claire's footsteps of getting their certification. Ivory has years of experience in city planning, and vested interest in cycling. Ivory has spent years of his career developing Eau Claire's bike network, and working to get a silver certification — which is the next highest rank. Ivory said that the League of American Bicyclists has helped the city lay out "Key Steps to Silver," which he has been following to hopefully achieve silver certification. Ivory's experience both in getting Eau Claire's bike network certified, and working to improve the overall quality of their bicycle network, make him a valuable expert stakeholder in this project.

Ivory believes that Eau Claire's bike network's success is due to an increasing number of people accessing the city's bike infrastructure. Additionally, the city offers two off-road trails that are open which include the Eau Claire City Trail, and the Chippewa River Trail. These two trails combine to see 100,000 cyclists annually. Currently, another off-road trail is set to open next year. To further improve the success of the city's bicycle network, Eau Claire aims to adopt a "complete streets" policy that will ensure all future vehicular infrastructure in the city is built with bicyclists' needs in mind. The city also aims to hire a full-time bike instructor that will show citizens how to safely navigate Eau Claire's bicycle network. By creating a complete streets policy and hiring a full-time bike instructor, Eau Claire hopes to meet the necessary requirements of achieving silver certification.

Greg Batten - *Outdoor Adventure Center Assistant Director, University of Wisconsin-Oshkosh*

Greg Batten is the assistant director of Outdoor Adventure, at the University of Wisconsin-Oshkosh. He can be considered an expert stakeholder for a number of reasons. Batten has a lot of experience working directly with students in trying to make the university significantly more bike friendly; therefore, he has the expertise to inform and shape discussions that involve any additions to bike culture that may occur in the city. In the case of attempting to obtain certification from the League of American Bicyclists, Batten was able to inform us on topics of: how to cut through red tape when trying to make improvements to bike infrastructure, and how to convince key members of the Bike and Pedestrian Advisory Committee the benefits of adding a bike friendly certification. Batten's perspective has helped our group inform the city why paying \$150 a year to have this certification not only makes the city look good from a marketing perspective, but also helps make Oshkosh bike friendly.

Another reason we have identified Batten as an expert is because he is an outspoken member of the Oshkosh biking community. For example, when asked what we should do if our group could not convince the city to come up with the \$150 per year to keep the certification going, Batten stated: "[h]eck the [Student Recreation Center] might be able to pay for it, or I could coordinate a fundraiser with Ben Rennert over at Winnebago

Bicycle” to come up with the necessary funds. Even if the city is not able to afford the necessary payments for the American League of Bicyclist certification, it is citizens like Batten that will be able to use their expertise and position within the community to help advance the city of Oshkosh towards becoming bicycle friendly. While it will not likely be necessary, it is great that community members like Batten are willing to help allocate the funds necessary for this certification if the city is not able to afford it.

Lora Glasel - *Owner of the Recyclist bike shop*

Lora Glasel is a passionate cyclist, and an owner of the Recyclist bike shop with locations in Appleton, and Kaukauna Wisconsin. Appleton currently has a silver level certification from the League of American Bicyclists and Kaukauna has no certification; thus, Glasel has experience in a city that is very bikeminded (Appleton), and a city that is much less so (Kaukauna). In both cases, Glasel’s goals include getting customers on the best bike for them, promoting bike safety, and expanding bike culture throughout Appleton by frequently working with the Wisconsin Bike Federation to hold events. Despite these events, and many more not associated with the Recyclist, Glasel does not believe that many Appleton citizens are aware of the League of American Bicyclists presence in the city.

Additionally, Glasel’s perspective is unique because she has had experience with citizens who are both for and against cycling. Glasel herself is very pro-cycling, and from her experiences, has seen that cycling can be very beneficial for specific individuals and whole communities. In her own cycling experiences, Glasel has also encountered citizens that are very much against cyclists — especially from a motorist’s perspective. To bridge these differences between citizens, Glasel suggests that advocacy and education be incorporated into any changes in Oshkosh’s bike network. Glasel believes that making sure both drivers and cyclists are educated on the rules of the road, and the rights of cyclists is a key part of a successful cycling community. Also, through the use of advertisement and providing information about the League of American Bicyclists, the city could increase engagement with citizens if Oshkosh were to receive a certification.

Benchmark Cities

Below is a list of cities that are in one, or multiple ways, comparable to Oshkosh, Wisconsin. Each city has had experience with the League of American Bicyclists, or have simply worked to improve their community through biking. Several of the experiences these cities have encountered can be applied to the city of Oshkosh, and help create a more efficient bicycle network and community.

Appleton, Wisconsin

Appleton, Wisconsin is a prime example for Oshkosh to look at while attempting to obtain a bicycle friendly certification. Appleton is comparable to Oshkosh in many ways, as it is of similar size, divided by a river, surrounded by smaller communities and towns, and has similar geographic features. Examining the experience that Appleton went through during its application process will be helpful if the city of Oshkosh encounters similar obstacles while applying for this certification.

City officials in Appleton have always listened to the community, and done their best to serve the citizens. In 2013, community members, and individuals working for the city, voiced their interest in applying for a certification from the League of American Bicyclists. Paula Vandehey started the process of filling out the application for the city, while leaning on different city departments to help answer questions. Over a few months, Vandehey completed the application and the fee was adopted into the city's budget. Appleton was awarded a bronze certification that year, and was provided suggestions from the league for further improvements in order to obtain silver certification. After the three years were up — and the city needed to re-apply — multiple members of city staff, including Vandehey and Gazza, worked together to fill out the application. They met every few weeks over 6 months, and received silver level status in the spring of 2017. Both Vandehey and Gazza state that there is much more work to be done outlined in their 5-year bike lane/path plan. Included in the appendix are examples of feedback Appleton has received from the League of American Bicyclists.

Eau Claire, Wisconsin

Eau Claire is a great example of how a city in Wisconsin can achieve certification from the League of American Bicyclists. In 2010, senior city planner Patrick Ivory prepared the bike friendly community application, and Eau Claire was able to achieve bronze certification. Today, the city is currently working towards silver certification. Eau Claire has been able to become bike friendly by developing bike friendly infrastructure, and engaging in community events that focus on cycling. A copy of the scorecard given to Eau Claire is included in the appendix at the end of this report. City planners in Eau Claire have a vested interest in cycling, and demonstrate this by pushing to ensure further development of the city's bike network. The city of Eau Claire has also developed a recreational bike network by opening new trails and connecting them across the city — making Eau Claire a bike tourism destination. Ivory also noted that as more bike infrastructure is developed, the more people were recorded using it — indicating that people will begin to use bike infrastructure if it is built. The main challenges surrounding Eau Claire's bike network development are centered around adapting new policies to improve cyclist safety, and educating the public.

Eau Claire and Oshkosh are similar cities for several reasons. Oshkosh and Eau Claire have similar population sizes, with 66,083 for Oshkosh, and 65,883 for Eau Claire, respectively. Both cities have similar geographic features in that a river runs between both cities. This means that Oshkosh and Eau Claire have similar challenges they face in developing their bike network around a river. Examples of Eau Claire's success that Oshkosh should follow are: a safe routes to schools program, complete streets policy, hiring a full time bike instructor, and opening more off-road trails. These off-road trails in Eau Claire see approximately 100,000 people annually, which indicates what an asset to the local economy off-road bike trails can be. While it is difficult to gage the exact economic impact becoming more bike friendly can yield, the popularity of Eau Claire's bike trails cannot be ignored.

Boulder, Colorado

In the last 20 years, Boulder has made dramatic improvements to their transportation network. A significant improvement was the development of bicycle infrastructure that has formed a “network of bicycle lanes, cycle-tracks, and on-street bicycle routes” (Henao et. al. 65). This has allowed the city of Boulder to become one of the most bicycle friendly cities in the United States. Currently, Boulder holds a platinum certification from the League of American Bicyclists, and was one of the first cities to achieve such certification (Henao et. al. 65). Boulder has been able to achieve these accreditations with the support of their local community and government. Boulder has been able to achieve a diverse transportation network because of the high level of citizen participation in the policy making process. With the adoption of a sales tax to support the development of the city’s transportation infrastructure in 1967, the city and residents have continually pursued the implementation of additional policies and committees to further develop their transportation network (Henao et. al. 66). The success of this strategy can be seen in Boulder’s platinum level of certification, and is a strategy the city of Oshkosh should also adopt.

Another reason Boulder’s transportation network has been successful is because the network that can be utilized by people from any socioeconomic class. In many cities, the primary focus of their transportation system is the development of motor vehicle infrastructure. This allows people to quickly move around a city or region, but limits the number of people that are able to utilize the network to those that are able to afford vehicles. With the presence of approximately 30,000 college students in Boulder, Colorado, the city realized the importance of creating affordable transportation methods that allow students and other residents to travel between the university and the city’s downtown economic center. While Oshkosh has started to connect the downtown area and the UW-Oshkosh campus, further improvements would better utilize the economic potential of the approximately 14,000 students that live near campus.

Boulder has been able to achieve a platinum level of certification from the League of American Bicyclists by valuing the opinion of its residents. This has resulted in a highly functional relationship between city officials and residents, which has allowed the city to dedicate financial resources to creating an excellent bicycle network. In turn, residents that might not be able to afford a motor vehicle are able to utilize the bicycle network, and contribute to the city's economy. Boulder has a population of 100,000 people, and that population swells to almost 130,000 during the school year, as the city is home to the University of Colorado (Heno et. al. 65). In this way, Boulder is much like Oshkosh, and also shares similar weather and climate. Despite some differences in these cities, Boulder is a great example of a city to emulate, and they provide a template that the city of Oshkosh could follow to become bicycle friendly.

Marquette, Michigan

Marquette, Michigan is a great example of how biking can positively impact a city's economy. Marquette has had a history of economic challenges, and at one time, the city's only primary economic drivers were mining, the local hospital, and Northern Michigan University. In order to boost their economy, Marquette has taken advantage of the surrounding natural resources and used biking to develop their own personal brand of ecotourism that is known across the nation as one of the best places to go mountain biking. Much like Oshkosh, Marquette also has a fluctuating population due to the presence of a university. As of the 2010 census, Marquette had a population of approximately 21, 000, and the University hosts about 9,000 students annually. They also experience much of the same temperatures and weather events as Oshkosh.

Marquette has done much in recent years to improve and expand their trail systems, and in July of 2014, the city's trail system was designated one of only thirteen bronze level trails by the International Mountain Biking Association. The trails of the Marquette system are located both in and around the city, and are managed by the Noquemanon Trails Network (Jordan 20). These trails are so popular that Marquette is able to sustain four separate for-profit bicycle shops. Additionally, other retailers in the area

work together to encourage biking by investing in the trails, hosting events, and sponsoring weekly rides (Jordan 25).

Marquette has a much smaller, and more remote population than Oshkosh, but they are still an applicable example of how a community can come together to boost its economy through biking and ecotourism. Similar to Marquette, Oshkosh has its own set of unique resources that could potentially be advertised to bikers as a great destination for a ride. Oshkosh may not be able to provide the stellar mountain biking trails that Marquette can, but Oshkosh still has much to offer to roadway cyclists. Certification from the League of American Bicyclists in Oshkosh could be a stepping stone to a booming bike economy — like that of Marquette — and Oshkosh can look to Marquette as a guide on how working together within the community can create a Wisconsin biking hotspot.

Nashville, Tennessee

In recent years, the city of Nashville, Tennessee has made significant strides to improve their transportation infrastructure. Some of their biggest improvements have come in the form of creating bike and pedestrian infrastructure. According to Meehan and Whitfield in the article “Integrating Health and Transportation in Nashville, Tennessee,” Nashville had a lot of health issues due to a lack of physical activity, and transportation problems caused by high levels of motor vehicle congestion. The city decided that it would be a good idea for them to invest in bike and pedestrian infrastructure that could help promote physical health, while also fixing their congestion problem (Meehan and Whitfield 326). As a result, the city was able to fix two of their primary issues, by incorporating bike and pedestrian infrastructure into their transportation network.

As Nashville was putting sustainable infrastructure at the forefront of their transportation network, the city also wanted to be able to share the success of their program with other cities. While Nashville recognized that their population was much larger than most cities — and their transportation funds were quite extensive — they did not want smaller cities to be discouraged about using them as a benchmark city. For instance, Meehan and Whitfield further shared how Nashville used the flexibility of Federal Transportation dollars to conduct surveys to see what people actually wanted out of their

bike infrastructure. Additionally, Nashville used their federal funds for educational projects that promoted the use of non-automotive transportation (Meehan and Whitfield 332). While Nashville is hard to compare with other cities in terms of size, economy, etc., it still has laid effective guidelines that will help other cities achieve more bike friendly infrastructure.

Cost

To apply for a League of American Bicyclist certification, there is a \$150 fee associated with the application process. The application process is fairly time consuming, and very in-depth. If the city was to apply for the certification on its own, it would result in an employee having to spend a considerable amount of time to complete the application. With our help completing a portion of the application, the city can reduce the amount of time and expenses otherwise required. There are two application cycles every year, providing the city ample opportunity to apply and reapply for the certification. The next application deadline is February 13, 2018.

Additional expenses associated with applying for this certification will include such things as updating and expanding the city's current bicycle infrastructure network, the creation of educational materials and programs, and the creation of ordinances that protect the rights of bicyclists. While not all of these will come at a great cost to the city, it is important to identify them as future expenses that the city will have to account for if they wish to become a bike friendly community.

On the other end of the spectrum, there are some cost-saving benefits associated with Oshkosh becoming a bicycle friendly city. One of the biggest benefits associated with this certification is the decreased carbon footprint of the city's transportation network. There are several studies that indicate that as the level of carbon emissions decrease in a city, the overall level of health and life expectancy of residents increases (Gössling et. al. 108). While this may be a hard factor to effectively measure, Oshkosh becoming a bicycle friendly city can represent a significant level of savings in healthcare for residents and the government.

Barriers

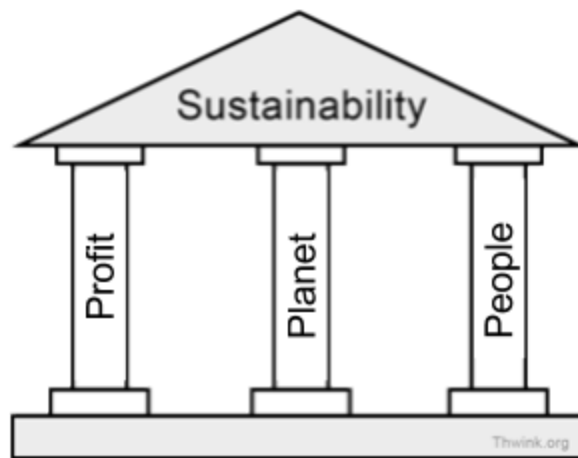
There are several barriers that exist which might prevent the city of Oshkosh from obtaining a certification from the League of American Bicyclists. One such barrier is the overall cost of improving the city's current bicycle network. One of the key aspects to obtaining a certification is the development of a well-connected bicycle network. While the city is currently attempting to improve its bicycle network, large sections of the current network remain disconnected. For the city to correct this issue, large financial investments will be required. As indicated by the Bike and Pedestrian Advisory Committee, one of the largest expenses is associated with the movement of traffic detection equipment built into the road surface at intersections. While the cost of constructing a bicycle lane is cheaper than constructing a sharrows, the expenses associated with the movement of traffic detection equipment limits the number of bicycle lanes the city is able to construct in a given year. Even though it would be ideal to connect the bicycle network in a short-period of time, it is not feasible for the city to make such a large financial investment at one time.

An additional barrier to the city obtaining a League of American Bicyclist certification may come from local business owners. As indicated by Naudziunas and Wiley, many business owners will object to the continued expansion of the city's current bicycle network if it reduces the number of parking spaces available to their potential customers (Naudziunas and Wiley). Even though parking spaces may be lost to bike lanes being constructed, the decrease in parking for businesses can be recovered by an increased level of bicycle traffic.

From interviews and surveys, there seems to be overall support for improving bike infrastructure, but there is a lack of citizen engagement regarding bicycle transportation. As indicated by Naudziunas and Wiley, residents rarely go to bike related city meetings, and thus, do not often voice their opinions. Changing this by creating a strong, active, and engaged biking culture will make certification an ongoing success.

Significance for Sustainability

One of the best ways to describe sustainability is by using the three pillars model. This model can be represented by the three Ps, which stand for Profit, Planet, and People. These pieces work together to create an efficient and functioning system, but if one pillar is weak, then sustainability suffers. In this report, this model is used to describe the sustainability efforts required to create a bike friendly community.



Profit

The profit pillar describes Oshkosh sustainability from an economic perspective. Sustainability is inherent in cycling, as it can improve the overall quality of a city's economy, environment, and society. Cycling has proven to be an economically viable practice, as the state of Wisconsin currently generates 924 million dollars annually from bicycle recreation and tourism (Fluche). Oshkosh can benefit greatly from the development of additional bicycle infrastructure throughout the city, thus tapping into many of the economic benefits that other Wisconsin communities are already experiencing. The Wiouwash Trail has already been identified as a significant draw to Oshkosh's bike network, and serves as a tourism destination that could be expanded with additional bike infrastructure, or off-road trails. Off-road trails have shown themselves to be major tourist destinations throughout the state of Wisconsin. For example, the Chippewa River Trail and the Eau Claire City Trail see a combined 100,000 cyclists annually (Ivory). Engaging in a mode of active transportation such as cycling is not only beneficial for individual health, but can also have

significant cost savings — especially in areas such as healthcare and fossil fuels. It is important to remember that any costs associated with the development of bicycle infrastructure are an investment not only in the health of Oshkosh and its citizens, but its economy as well.

The city's sustainability plan is an effective outline for improving the economic sustainability of Oshkosh. Aspects of managing profit while remaining sustainable are found throughout the plan, and are interrelated with key components of this certification. For example, when defining sustainability, the city recognizes that profit and the stimulation of local business are key components of sustainability. From the research conducted, it is evident to see that having a bike friendly certification will help stimulate local business and the economy.

Planet

A Bike Friendly Community is sustainable because it promotes a healthy environment. An optimal bike friendly community creates less traffic and emissions in the atmosphere. This is achieved by providing a transportation option that is both practical and efficient enough to make citizens choose over other modes of transportation. It is a well known fact that cars create emissions that cause negative effects for both the environment and human health. The EPA has stated that, on average, a typical passenger car emits 4.7 metric tons of carbon dioxide per year (EPA). Although Oshkosh is not as large as cities like Milwaukee or New York, locally, we can still do our part to make a change in worldwide environmental health by reducing motor vehicle transportation.

The city's sustainability plan incorporates the planet aspect of sustainability when discussing the reduction of greenhouse gas emissions. According to the "Greenhouse Gas Production" section of the Oshkosh sustainability plan, the burning of fossil fuels contributes to the majority of greenhouse gases emitted throughout the city. Therefore, an increase of biking culture in the city of Oshkosh would lead to a reduction in the amount of greenhouse gases emitted. Additionally, the Oshkosh sustainability plan also aims to comply with the "U.S. Conference of Mayors Climate Protection Agreement," which also calls for a reduction in GHG emissions.

People

The people pillar describes Oshkosh's sustainability from a social perspective. Studies show that increased physical activity can help reduce the risk of many diseases. According to *Preparing for Bike-Sharing: Insight From Focus Groups and Surveys, Chattanooga, Tennessee, 2010*, two-thirds of Americans suffer from obesity (Meehan and Whitfield). To address this problem, cities like Chattanooga have worked to incorporate bike and pedestrian infrastructure into their transportation networks. This increase in infrastructure allows people to incorporate physical activity (i.e. biking or walking) into everyday tasks, such as going to work, or running errands (Webster and Cunningham 1). People who engage in the recommended daily dose of physical activity tend to not only be healthier physically and mentally, but happier as well. Happier people benefit a city by spending more money in their local economy, and staying away from illegal activities. The addition of bike friendly infrastructure can also help citizens feel more connected to disparate parts of a city, and it also provides opportunities for increased levels of community engagement.

Much like our report, the city also incorporates people in their sustainability plan. For example, according to the "Travel Green" section, attracting ecotourism and expanding on outdoor recreational activities, such as biking, is a priority of the city. This goal coincides with a bike friendly community because the aim is to foster a community of people around biking events and culture. Therefore, having a bike friendly community certification will help the city achieve their goals listed in the "Travel Green" section of the sustainability plan.

Conclusion

Certification from the League of American Bicyclists will benefit the city of Oshkosh greatly. Achieving any level of certification will be a step towards creating a more sustainable and bike friendly city. In order to streamline and simplify the process of becoming a bike friendly city, we have identified a number of key factors for the city to consider: stakeholders, potential barriers/costs, benchmark cities, and benefits Oshkosh will receive from achieving a bike friendly certification.

When doing something new or creating improvements, looking to other cities for examples is very helpful to see what can and cannot work. Appleton is a great example due to its location, population size, and the presence of a river that flows through the middle of it. Additionally, Appleton is already at a silver level of certification from the League of American Bicyclists; thus, providing an excellent example of a city that Oshkosh should emulate. Oshkosh would benefit greatly by using Appleton's application as a template for its own application process because of its similar geographic and demographic characteristics. Similarly, cities such as Boulder, Colorado, and Eau Claire, Wisconsin are all excellent examples of cities that Oshkosh can look towards as they have successfully transitioned into becoming bicycle friendly cities. The ability to look at other cities and listen to stakeholders are key component to the successful implementation of any policy, or the attainment of a certification.

Stakeholders specifically play a vital role when applying for a certification. It is important to listen to not only those that are being directly impacted by this certification, but also those indirectly impacted. Additionally, the influence of expert stakeholders that might not necessarily be impacted by this particular certification are key to its successful adoption. For our key stakeholders, such as Naudziunas and Rennert, the input from primary, secondary, and expert stakeholders is vital for them to make educated and well-informed decisions that as a result, can have a positive impact on the community.

The cost of the application for the League of American Bicyclist certification is \$150, and could either be paid for by fundraising, or be adopted into the city's budget in the future. While the cost of the application is relatively cheap, other expenses from needed infrastructure improvements and updates throughout the city will need to be considered in the future.

As Oshkosh continues to look towards the future, the goal of creating a more sustainable city should be at the forefront — as the city could become a leader of sustainability in Wisconsin. Though there are costs to implementing this strategy, it is an excellent opportunity for the city with benefits that can greatly outweigh the costs. When it comes to environmental health, bicycles are one of the most environmentally friendly options. When compared to motor vehicles, bicycles create almost no emissions that contribute to climate change. As a result, human health factors will increase throughout the city due to higher levels of physical activity, and lower levels of carbon emissions being generated.

We feel strongly that becoming certified as a bike friendly city by the League of American Bicyclists will be of great benefit to the Oshkosh community. By working together with the local government, citizens, businesses, and cycling groups, the community can overcome any costs or barriers that may arise. This will take thoughtful conversations, compromises, and time, but it will be worth the effort for a happier, healthier, more sustainable Oshkosh.

Appendix

City of Oshkosh Bicycle Facilities Improvement Survey (Community Survey)

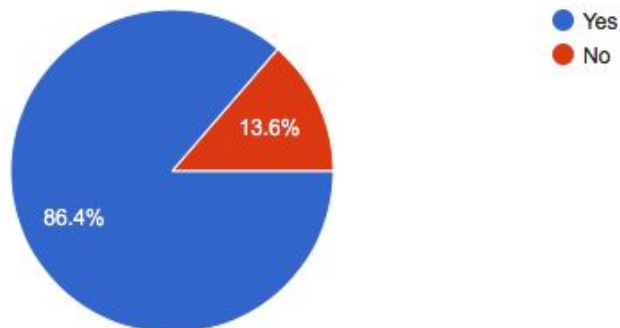
The University of Wisconsin-Oshkosh Environmental Studies Senior Seminar class is conducting research to make the City of Oshkosh bicycle friendly, and to certify its bicycle network through the League of American Bicyclists.

Please fill out the questions below to provide your input on improving the City of Oshkosh bicycle network. If you have additional questions, please leave your email and questions in the comments section, and we will get back to you as soon as we can.

Thank you for participating!

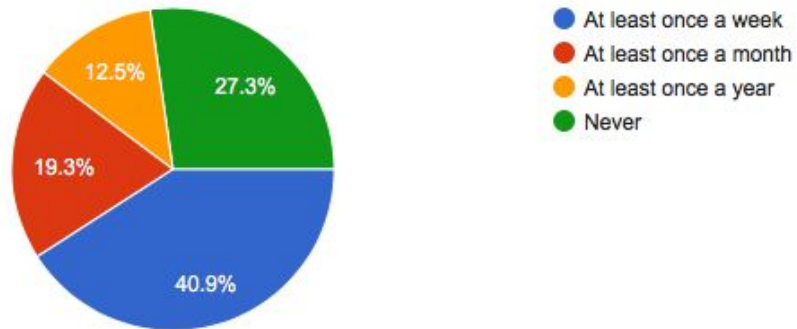
Are you a resident of Oshkosh?

88 responses



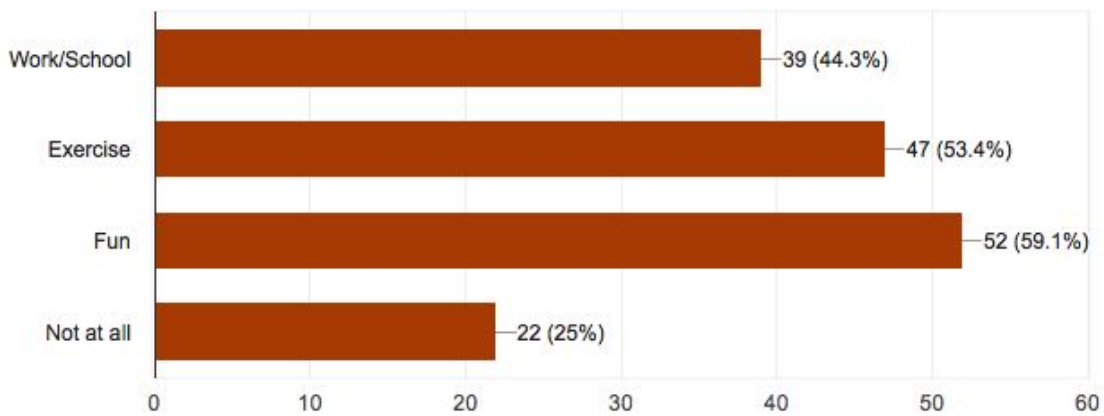
Please indicate how often you use the Oshkosh bicycle transportation network?

88 responses



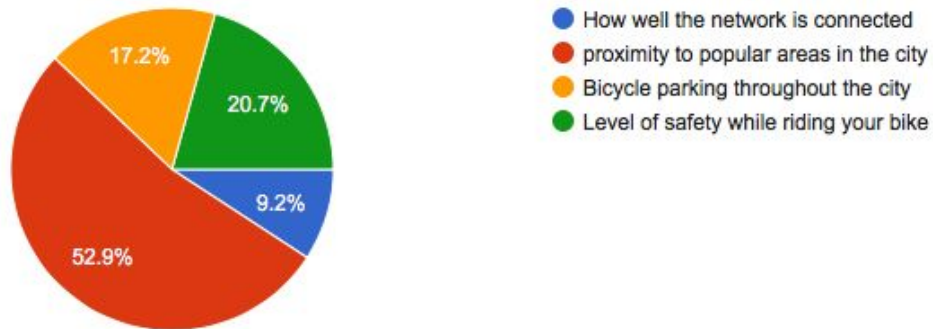
How do you use the bicycle transportation network?

88 responses



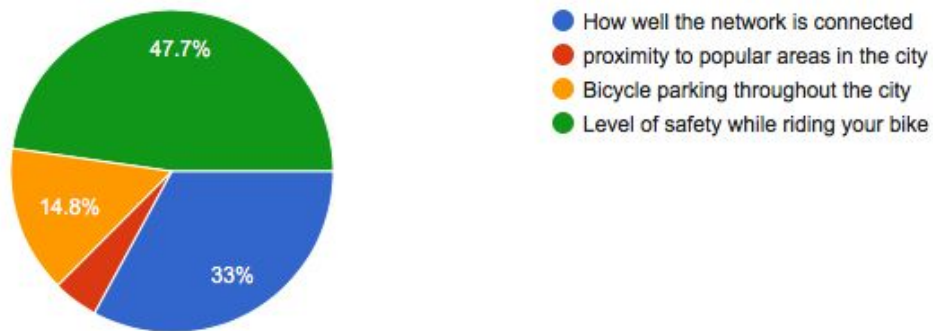
Of the options, what do you see as a strength of the Oshkosh bicycle transportation network?

87 responses



Of the options, what do you see as a weakness of the Oshkosh bicycle transportation network?

88 responses



What streets are you most comfortable using as bike routes?

High St. (18)

Algoma (15)

Irving (11)

Streets with bike lanes (7)

Neighborhood Streets/residential (7)

Wiuwash Trail (5)

Main (5)

All city streets/ most streets (3)

None (3)

Campus Streets (2)

New York (2)

Elmwood (2)

Osborn (2)

Hazel (2)

Sawyer (2)

Minnesota (1)

Around Menominee Park (1)

Murdock (1)

Otter (1)

Westhaven (1)

Smith (1)

Pearl (1)

Parkway (1)

What Streets are you least comfortable using as bike routes?

Jackson (15)

Main (14)

Murdock (7)

Algoma (6)

Main thoroughfares/frontage roads (6)

9th (6)

Wisconsin (5)

Sharrows (5)

New York (4)

Campus Streets (4)

Ohio (3)

Oregon (2)

Sawyer (2)

Bowen (2)

Snell (1)

Scott (1)

Congress (1)

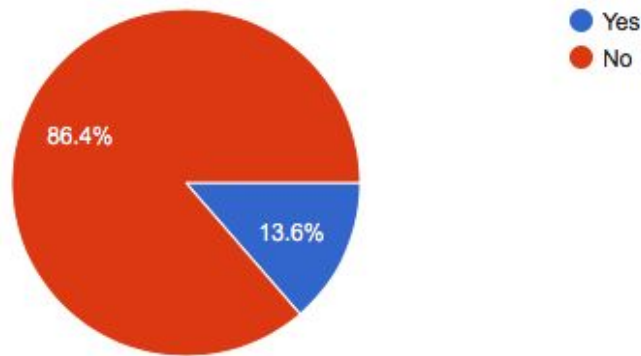
Washington (1)

Oakwood (1)

20th (1)

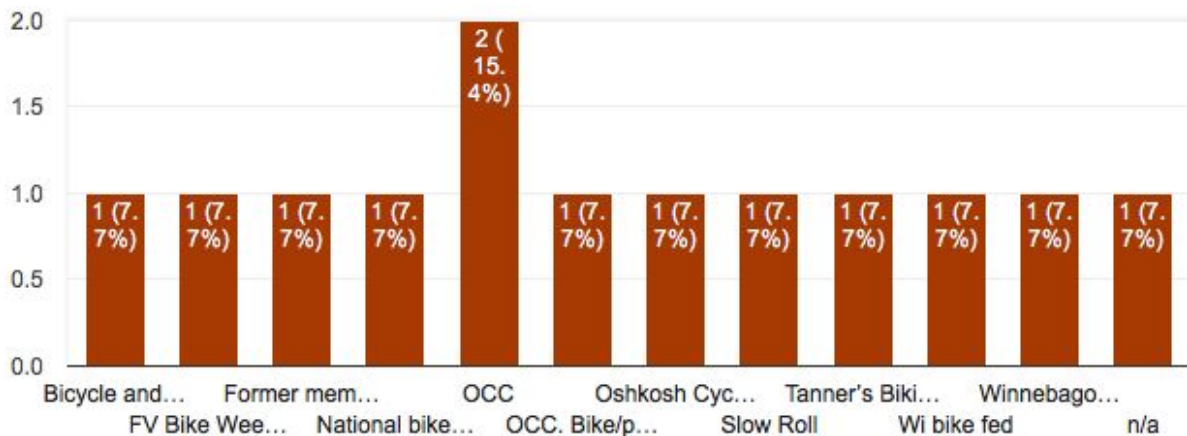
Are you currently involved in any bike groups/clubs, or bicycle-related organizations?

88 responses



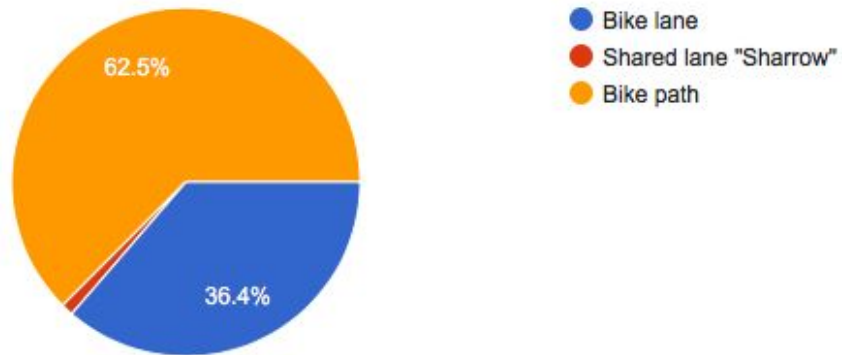
If you answered yes to the previous question, please indicate which group(s) you are involved with.

13 responses



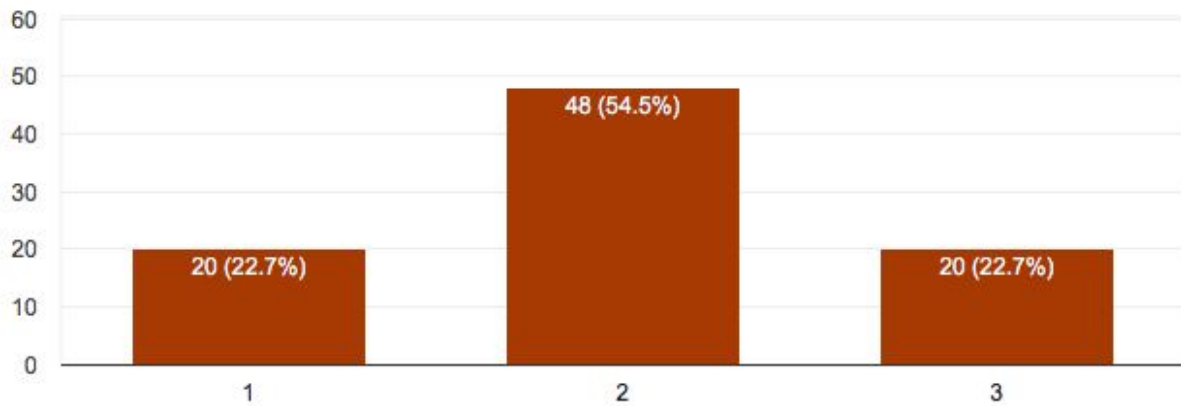
Which type of bicycle facility do you prefer to use?

88 responses



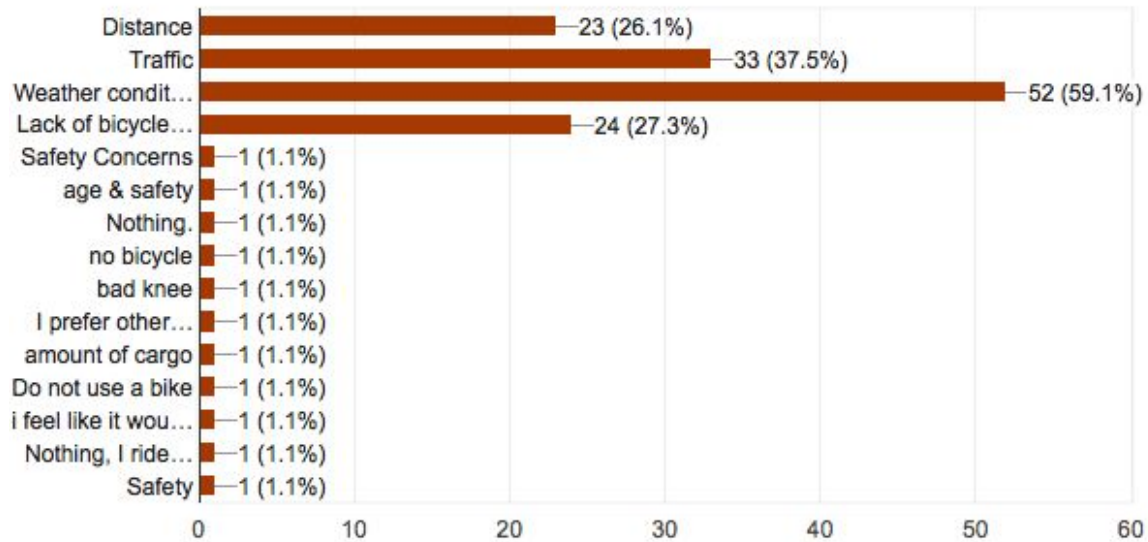
How comfortable are you riding your bike on the road?

88 responses



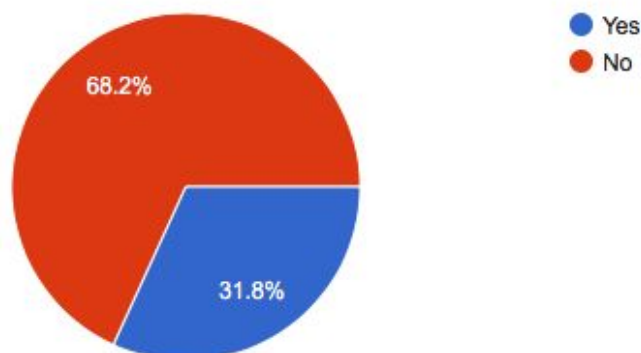
What prevents you from biking?

88 responses



Do you feel that the City of Oshkosh's current bicycle transportation network is sufficient?

88 responses



What is an improvement that you would like to see done to the Oshkosh Bicycle Transportation Network?

More bike lanes (21)

Connect existing infrastructure/expand current infrastructure (12)

Improve safety (10)

Increase education and rules of the road for motorists and bikers (10)

Increase signage (6)

Provide bike share program (4)

Increased bike lanes on the west side (3)

Advertise community biking events (3)

Increased bike parking (2)

Less sharrows, more bike lanes (1)

Where do you think an additional bike route should be added in the city?

Jackson (4)

All streets that lead to campus (3)

Wisconsin (3)

On all major thoroughfares (3)

Around county park (3)

Congress (2)

Algoma Blvd. (2)

Increased bike path availability (2)

Round-about areas (2)

Hazel Street. (2)

Main Street (2)

Bowen St. (2)

Lakeshore golf course area (2)

Routes to reach the Wiouwash from the North/East side of town (1)

Along North and South streets, similar to High St. (1)

More the better (1)

Connections over bridges on Fox River (1)

Downtown (1)

South of Oshkosh, along the lake road (1)

Better connection between campus and the Wiouwash Trail (1)

Westside of 41 (1)

Menominee (1)

Murdock (1)

Oakwood (1)

20th Ave. (1)

Ohio (1)

New York (1)

Connecting the lake and the campus area better (1)

Connecting UWO to other parts of the city (1)

Additional Comments

- Bike and cars need to be separated. Motorized vehicles do not like to share pavement.
- I'm a long-time supporter of Bike/Ped (Comp. Plan 2005 & Bike Plan 2012). It is imperative that the City & UW-O & other community groups build a Bike Culture if we wish to attract/retain smart, young, health-minded, community-loving, nature-aware individuals, to create a wonderful community. The more bikers, the more that others will consider joining a biking lifestyle.
- I'd like to change the image of bicycles and public transportation to change from something used by poor and special needs people to one of alternative transportation that benefits everyone.
- I used to ride much more frequently, but I've since moved next to campus and now I just walk. I would consider grocery shopping with my bike, if distance and time were not constraints. I'd also do more winter riding if plows were more considerate of bike lanes.
- Bikes on busses is a good program, more connections to neighborhoods from downtown areas and business centers
- Just a few more percent of bike riders instead of car drivers from home to work will make both cycling and driving easier, safer, and happier.
- City of Oshkosh should adopt a complete streets policy.
- I have been excited to see the bicycle network grow over the past few years. I am excited to see more progress.
- I'm glad to see improvements in the bikeability of Oshkosh since I first moved here 20 years ago. Keep moving in this direction!
- Thank You for the work you have accomplished so far.
- Even though I personally do not ride a bike, I am happy to see that safety of the kids at UWO and others is a priority. I also like the fact that it gives them more opportunity to explore our great city.

-
- Ideally our community should be as easy and safe to navigate by bike as it is by car and right now that's isn't true.
 - Good initial progress. Keep going! Thanks for asking.
 - Drivers should be made more aware of bicyclists when driving.
 - Awesome project! Good luck to you and the city. Hope my answers help make Oshkosh a great place to live!
 - Thanks for thinking about cyclists. I currently drive 50/50 road/sidewalk depending on road and traffic. Wish I could stay on the road.
 - Need to educate bikers on the rules of the road.

League of American Bicyclists Example Guidance

APPLETON, WI



TOTAL POPULATION
73,463

TOTAL AREA (sq. miles)
24.9

POPULATION DENSITY
2950

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>	3/10
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>	5/10
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.

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SUPPORTED BY **planet bike** AND LEAGUE MEMBERS



EAU CLAIRE, WI

TOTAL POPULATION
66,834

TOTAL AREA (sq. miles)
32.08

POPULATION DENSITY
2,083

OF LOCAL BICYCLE FRIENDLY BUSINESSES 0

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES 1

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	Eau Claire
Arterial Streets with Bike Lanes	45%	33
Total Bicycle Network Mileage to Total Road Network Mileage	30%	13
Public Education Outreach	GOOD	EXCELLENT
% of Schools Offering Bicycling Education	43%	37
Bike Month and Bike to Work Events	GOOD	GOOD
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	YES	VERY
Bicycle-Friendly Laws & Ordinances	SOME	VERY GOOD
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	PER 70K	66,834

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	4/10
EDUCATION <i>Motorist awareness and bicycling skills</i>	3/10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	4/10
ENFORCEMENT <i>Promoting safety and protecting bicyclists' rights</i>	5/10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	4/10

KEY OUTCOMES

	Average Silver	Eau Claire
RIDERSHIP <i>Percentage of daily bicyclists</i>	3.5%	0.90
SAFETY MEASURES CRASHES <i>Crashes per 10k daily bicyclists</i>	180	296
SAFETY MEASURES FATALITIES <i>Fatalities per 10k daily bicyclists</i>	1.4	6.6



- » Adopt a Complete Streets policy and offer implementation guidance.
- » Continue to increase the amount of high quality bicycle parking throughout the community.
- » Continue to expand the bike network, especially along arterials, through the use of different types of bicycle facilities. On roads where automobile speeds exceed 35 mph, it is recommended to provide protected bicycle infrastructure.
- » Offer regular bicycling skills training opportunities for adults or encourage your local bicycle advocacy group or bike shop to help. There are options from short videos and 1-2 hour courses to more in-depth training incorporating in-classroom and on-bike instruction.

- » Promote cycling throughout the year by offering or supporting more family-oriented community and charity rides, free bike valet parking at events, and bicycle-themed festivals, parades or shows.
- » Encourage local businesses, agencies, and organizations to promote cycling to their employees and customers and to seek recognition through the Bicycle Friendly Business program.
- » Update the City's bike plan. Complement infrastructure planning with encouragement, education, and enforcement programs to increase usage. Develop a clear vision statement and set ambitious but attainable targets. The overarching goal should be to encourage residents to bike more often for recreation and transportation.

LEARN MORE » WWW.BIKELEAGUE.ORG/COMMUNITIES

SUPPORTED BY **TREK**

Bike Friendly Community Application

Online access will be provided to the Oshkosh Bicycle and Pedestrian Advisory Committee.

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