

Feedback on **Madison's** application to be designated a Bicycle Friendly Community

Madison has done a great job of implementing a bicycle- friendly vision for the community and we are delighted to welcome the city to the ranks of official Bicycle Friendly Communities! Reviewers were particularly impressed with Madison for the ongoing quality of efforts to promote bicycling and enthusiasm in the community to be a shining example of what can be done in a four season climate. Some of the highlights of the application include the way-finding signs on all paths, the city's commitment to build upon the bicycle path network at a steady pace often, with exclusively City money, support of local businesses such as Saris Cycling Group which held a fundraiser for Bicycle Federation of Wisconsin.

The connections being made with law enforcement and city officials - for example the Madison police being currently involved in a Share the Road campaign funded by the County – are exemplary programs and made Madison's application the strongest we have seen in this particular element. The extensive Bike to Work Day and the Mayor's promotion of the "Fit City Madison Initiative" are good examples of an established bike culture. It is obvious why the city was chosen as a Bike Town in 2005 and as the host of the 2006 ProBike/ProWalk conference.

Reviewers provided the following suggestions to further promote cycling:

- Expand Safe Routes to School Program in every school. In Arlington, Virginia a team visited every school in the County with representatives from Department of public works, the Police and Schools to assess conditions for walking and biking to each school. A list of problems and solutions was developed measures were identified to address problems. Short-term projects such as painting crosswalks were done right away while larger construction projects are on-going <http://www.saferoutestoschools.org/>
- Preserve connectivity to the rural areas of the community. As stated in the application, "We consider urban escape routes those transition areas from older urban centers into rural areas where many cyclists enjoy Wisconsin's fabulous paved farm-to-market road network and glaciated topography. New development in these transition areas or in rural areas can bring additional traffic burdens and car-oriented roadways, which can make it more difficult to get out "to the country" on one's bike"
- Continue to encourage businesses on accommodation programs such as worksite bicycle parking, shower facilities, and guaranteed ride home programs.
- Provide more bike parking to accommodate the high levels of use in the University area and city center.

- Continue to expand the motorist education efforts in the community. It is vital to make motorists and cyclists aware of their rights and responsibilities on the road.
- Implement a program such TravelSmart to achieve mode shifts in favor of bicycling, walking and transit. See what Portland, OR has done at www.portlandonline.com/transportation/index.cfm?c=dgdha
- Prioritize bicycle travel in the design, operation and maintenance of city streets. To keep and increase ridership, bicycling must become the best – safest, most convenient - option for residents to undertake their local trips.

Bill Nesper
Program Manager
League of American Bicyclists
www.bikeleague.org
p: 202-822-1333
f: 202-822-1334