



BFC_Spring_2014_open Submitted by Aaron Ruff on 2014-02-18 16:39:53

Application Tips

- The application will be referring to your type of jurisdiction as "community" throughout the application due to the great variety of types of jurisdictions applying, which does not include bicycle amenities, services and other resources outside your boundaries.
- The word limits for open ended questions are just guidelines as the system is actually using a character limit. Ensure that your entered text does not get cut off, even if you stay within the word limit.
- Ensure to log out using the Log Out button. Closing the browser will not log you out completely and will trigger a warning that another user is logged in next time you sign in. If this occurs, and you are certain that no other user is logged in at the same time, you can just disregard the warning and it will disappear within 24 hours.
- At the end of the application, you can upload any documents that you would like to provide in support of your application, including at least five high resolution photos (1-2MB). You can submit up to 5 files at the time and there is no limit on how many files can be submitted. Please note that the files will upload immediately to a separate server and will not appear as an attachment.

Name of Community

Name of Community

Wausau Area Metropolitan Planning Organization

County/Borough/Parish

Marathon County

State

Wisconsin

Has the community applied to the Bicycle Friendly Community program before?

No

If yes, what was the result of the community's last application?

No designation

If designated, what year was your community first awarded a Bronze or higher award?

Mayor or top elected official (include title)

Jim Tipple, Mayor, City of Wausau

Phone

715-261-6803

Email

jim.tipple@ci.wausau.wi.us

Address

407 Grant St., Wausau, WI, 54403

Website

www.ci.wausau.wi.us

BFC Contact Profile

Note: This person will receive any future BFC related communication and will be listed as the contact person for the community on the award web profile, if designated.

Name of BFC contact

Dave Mack

Title

Transportation Planner

Department

Conservation, Planning, and Zoning

Employer

Marathon County

Address

210 River Drive

City

Wausau

State

Wisconsin

Zip

54401

Phone

715-261-6043

Email

dave.mack@co.marathon.wi.us

Is the BFC contact also the Bicycle Program Manager?

No

If no, does your community have a Bicycle Program Manager?

No

If different from above, what is the Bicycle Program Manager's contact information (email and phone)?

N/A

Applicant name and email, if different from BFC contact or Bicycle Program Manager contact

Community Profile

1. Type of Jurisdiction

Metropolitan Planning Organization/Council of Governments

2. For purposes of comparison, would you describe your community as largely

urban

3. ClimateAverage daytime temperature (in °F)

January

23.1 F

April

54.8 F

July



80 F

October

55.4 F

Average precipitation (in inches)

January

1.02

April

2.73

July

3.83

October

2.94

4. Size of community (in sq. mi.)

Total area

160.74

Water area

8.09

Land area

152.65

5. Total Population

84,831 (2010)

5a. College/University student population (during semester)

10% or less

6. Population Density (Person per sq. mi. of land area)

527

7. Median Household Income

\$52,632

8. Age distribution (in percent)

Under 5

6.4

Age 5-17

24.2

Age 18-64

55

Age 65+

14.4

Totals (should equal 100)

100

9. Race (in percent)

White

92

Black or African American

0.7

American Indian and Alaska Native

0.5

Asian

5.5

Native Hawaiian and Other Pacific Islander

Some other race

Two or more races

1.2

Totals (should equal 100)

100

Hispanic or Latino (of any race)

2.3

10. How many government employees (including the Bicycle Program Manager), expressed in full-time equivalents, work on bicycle issues in your community?

11

11. What percentage of the community's Bicycle Program Manager's time is spent on bicycling issues?

11-25%

12. Do you have an officially recognized Bicycle Advisory Committee?

Yes

12a. How often does it meet?

Monthly or more frequently

12b. How many members serve on the committee?

20

12c. Which of the following groups are represented or regularly attend the Bicycle Advisory Committee? Check all that apply.

User Group, Law Enforcement, Chamber of Commerce, Public Health, Planning Department, Transportation Department, Parks Department, Recreation Department, Other

If other, describe (50 word limit)

Citizen representatives from municipal bike/ped committees, WI Bike Fed board member

12d. Name and email of Bicycle Advisory Committee Chair

Phil Valitchka, phil@philvalitchkapr.com

13. List all bicycle advocacy groups in your community

Wausau Wheelers Recreational Road Bike Club, Central Wisconsin Off Road Cycling Coalition (CWOCC), Friends of the Mountain Bay Trail, City of Wausau Bicycle & Pedestrian Advisory Committee, Town of Rib Mountain Bike/Ped Committee, Wisconsin Bike Fed

13a. List the name and email of the primary contact for each bicycle advocacy group. If a primary contact is the applicant or BFC contact, list an alternative contact.

Wausau Wheelers - Dennis Helke, President - swedekraut@gmail.com CWOCC - Gary Barden, President - gb@garybardendesign.com Friends of the Mountain Bay Trail - Andrew Plath - andrewplath@frontier.com Wausau Bicycle & Pedestrian Advisory Committee - Phil Valitchka - phil@philvalitchkapr.com Town of Rib Mountain Bike/Ped Committee - Gaylene Rhoden - grhoden@townofribmountain.org Wisconsin Bike Fed - Gigi Koenig, Board Member, gigi.koenig@uwc.edu

13b. Do you contract with any advocacy groups for services or programs? Check all that apply.

No



13c. List all advocacy groups that are working with you on this application.

Wausau Wheelers, CWOCC, Friends of the Mountain Bay Trail

14. What are the primary reasons your community has invested in bicycling? Check all that apply.

Improved quality of life, Improving public health, Community connectivity, Transportation options, Increase tourism, Cooperation with adjacent communities, Public demand, Economic development, Traffic and bicycle/pedestrian safety

15. What was your community's most significant achievement for bicycling in the past 12 months? (500 word limit)

In 2013, The Wausau Area MPO created an extensive arterial bicycle route network that comprises of 10 unique routes that encompass the seven municipalities in the MPO. The 105-mile bicycle route system was accompanied by over 600 custom bicycle route signs that are color-coded and numbered by route. A unique feature is The Central Loop, which is a 26-mile circular route that includes sections of multiple routes and highlights many of the prominent bicycle and pedestrian facilities in the metro area. The project was a prime example of how through collective impact, our community worked together to create healthier environments by improving convenience, accessibility, and safety for bicyclists. The project included the development of a new website, www.bicycleausau.org and the publication of new bicycle route map and user's guide, which was distributed widely throughout the community. Our local paper's editorial board wrote a column saying, "This effort is a big deal. There's clearly a demand for bicycle-friendly travel, and we've come a long way in recent years toward adding bike lanes and promoting safety and awareness for bicyclists. Bicycling in the Wausau area has never been easier or better." The new signs were also featured as the cover story a weekly paper, The City Pages in May 2013. The piece was appropriately titled, "Signs of the Time: The bicycling reputation of Wausau just got a bump". Our local CBS affiliate produced and ran a television advertising campaign for the new bicycle route system from May-September 2013. The entire television marketing campaign was funded by a local healthcare provider, Marshfield Clinic. 2013 was also a big year for the growth of mountain biking in the Wausau metro area. Trek Bicycle Corp. approached the International Mountain Biking Association (IMBA) about helping to establish a Ride Center somewhere in Wisconsin. Hansi Johnson of IMBA pointed to Wausau, due to its hilly terrain, large tracts of available land, existing Nine Mile Recreation Area trails, Granite Peak, and its location at the junction of two major highways. In 2012, Johnson approached the newly-formed Central Wisconsin Offroad Cycling Coalition (CWOCC) with an invitation to develop the Wausau area into a Ride Center. Of the 11 Ride Centers in the world, this was the first time that IMBA extended an invitation accompanied by the backing of a major bike industry player. In early July, CWOCC was awarded a \$2500 grant from the Community Foundation of Northcentral Wisconsin to fund their comprehensive proposal to develop Wausau into an IMBA Ride Center which is designation that represents IMBA's Model Trail recognition for large-scale mountain bike facilities. Representatives from IMBA and CWOCC presented their master plan to community leaders in August 2012 and it was met with a groundswell of support. In October 2013, the Town of Rib Mountain unveiled a new 0.88 mile paved multi-use path after nearly 20 years of planning. The new stretch of trail has over 1500 feet of wooden boardwalk and is a crucial connecting point on the metro bicycle route system.

16. If you have applied to the BFC program before, describe any improvements that have occurred for cycling in your community since your last application. (500 word limit)

N/A

17. What specific improvements do you have planned for bicycling in the next 12 months? (250 word limit)

In 2014, the Wausau MPO Bicycle & Pedestrian Sub-Committee is creating a Bike Fixation network along the metro bicycle routes. There will be a total of 4 new Bike Fixation locations which will include a bicycle repair stand and bicycle pump in which cyclists can use to perform general maintenance on their bikes while out riding around town. In summer 2014, a resurfacing project on a 1.57 mile stretch of Bus 51 (Grand Ave) in the city of Wausau will create a huge improvement for bicyclists. There are no on-street bicycle accommodations and bicyclists are required to use sidewalks by city ordinance. Grand Ave has current traffic volumes of 19,300 to 24,600 and 24 pedestrian/bicycle crashes have occurred from 2002-2012. The resurfacing project will create a four-lane facility with 11-foot inside travel lanes and 13-foot outside travels with no raised median. On-street bicycle accommodations will include shared outside lanes marked with sharrows, paved over gutter areas with new bicycle-friendly inlet covers. It will also be designated as Bike Route #9. In 2014, the City of Wausau will add 6 miles of 3-foot striped bicycle accommodations and 39 shared lane markings (sharrows) to city streets.

Engineering

18. Does your community currently have any of the following policies in place? Check all that apply.

Local bicycle accommodation policy

18a. When was it adopted?

Although the Wausau Area MPO does not have these policies, municipal and county staff regularly require developments to install sidewalks and other infrastructure to accommodate bicyclists. These policies come from the State Department of Transportation

18b. Provide a link or attach a copy of this legislation or policy

<http://www.dot.wisconsin.gov/projects/state/docs/complete-streets-rules.pdf>

18c. What tools are in place to ensure implementation? Check all that apply.

Implementation guidance, Design manual

19. Does your community currently have any of the following additional policies in place? Check all that apply.

Other

If other, describe (100 word limit)

State Department of Transportation oversight for design and State Department of Natural Resources, and MUTCD for rail abandonment and trail issues.

20. How do you ensure your engineers and planners accommodate bicyclists according to AASHTO, MUTCD and NACTO standards? (Check all that apply.)

Send staff to bicycle-specific conferences/training, Require project consultants to have bike/ped qualifications

21. Which of the following significant physical barriers to cycling exist in your community? Check all that apply.

Major highways, Large body of water (e.g. river)

22. How do you ensure that there are end-of-trip facilities for bicyclists? Check all that apply.

None

23. Do your standards for bike parking conform with APBP guidelines?

Yes

24. What is the total number of public and private bike parking spaces in your community?

Do not currently have a complete data set.

24a. What percentage of bike racks conform with APBP guidelines?

26-50%

24b. Of the total bike parking available, please specify the percentage of bike parking spaces that are:

Bike lockers

None

Parking spaces in bike depots (i.e. Bikestation)

None

Parking spaces in bike corrals (on-street bike parking)

Less than 1%

25. Approximately what percentage of the following locations has bike racks or storage units? Answer all that apply.

Public and private schools

More than 90%

Higher Education Institutions

More than 90%

Libraries

51-75%

Transit stations and major bus stops

51-75%

Parks & recreation centers

51-75%

Other government owned buildings and facilities

51-75%

Event venues (e.g. convention center, movie complex)



26-50%

Hotels & restaurants

26-50%

Office buildings

10-25%

Retail stores

26-50%

Multi-family housing

Less than 10%

Public housing

Less than 10%

26. Does your community have transit service (bus, light rail, heavy rail)?

Yes

26a. What percentage of buses are equipped with bike racks?

All

26b. Are bikes allowed inside transit vehicles?

No

27. What is the centerline mileage of the existing off-road bicycle network within your community?

74

27a. How many miles of the following off-road bicycle accommodations do you have? Answer all that apply (in centerline miles)

Paved shared use paths (?10feet)

23

Natural surface shared use paths (?10feet)

34

Singletrack

17

27b. What percentage of all natural surface trails and singletrack are open to bicyclists?

All

27c. What are the exceptions? (100 word limit)

28. What is the centerline mileage of your road network (including state owned and private roads)?

909.7

28a. What is the street network density of your road network? (centerline miles of road per sq. mi. of land area)

5.1 - 10.0

28b. What percentage of roads has posted or design speeds of 25mph and lower?

51-75%

28c. What percentage of roads has posted or design speeds of 35mph and higher?

11-25%

28d. What percentage of the existing on-street bicycle network meets or exceeds current AASHTO, MUTCD and NACTO standards?

More than 90%

28e. List your existing on-road bicycle accommodations that meet or exceed AASHTO, MUTCD and NACTO standards. Answer all that apply (in centerline miles)

Conventional bike lanes (ridable surface ?4feet)

7.5 miles

Shared lane markings

Contra-flow bike lanes

Protected or buffered bike lanes (one-way)

Protected or buffered bike lanes (two-way)

Raised cycle tracks

Left-side bike lanes

Bike boulevards or Neighborhood Greenways

29. What other ways have you improved conditions for bicyclists? Check all that apply.

Bike cut-throughs, Signed bike routes, On-street way-finding signage with distance and/or time information, Roundabouts that accommodate bicycles, Advisory bike lanes, Bike/pedestrian overpasses/underpasses

30. What percentage of arterial streets has dedicated space for cyclists (e.g. bike lanes, paved shoulders ?4feet, cycle tracks, etc)?

20%

31. Which of the following broader transportation policies and programs are in place in your community? Check all that apply.

Paid public parking

32. What maintenance policies or programs ensure the on-street bicycle network (including shoulders) remains usable and safe? Select all that apply.

32a. Street sweeping

Same time as other travel lanes

32b. Snow clearance

Same time as other travel lanes

32c. Pothole maintenance

Within one month of complaint

32d. Describe any other maintenance policies or programs for the on-street bicycle network (including shoulders). (100 word limit)

Individual issues are taken care of when they arise on a case by case basis.

33. What maintenance policies or programs ensure the off-street bicycle network remains usable and safe? Select all that apply.

33a. Path sweeping

Monthly

33b. Vegetation maintenance

Monthly

33c. Snow clearance

Within 48 hours of storm

33d. Surface repair

Within one month of complaint



33e. Describe any other maintenance policies or programs for the off-street bicycle network, if applicable. (100 word limit)

Individual issues are taken care of when they arise on a case by case basis.

34. Is there a mechanism in place for cyclists to identify problem intersections or areas to traffic engineers and planners? Check all that apply.

Online reporting, Monthly meeting

35. How do you accommodate cyclists at intersections in your community? Check all that apply.

Most signals are timed

36. Describe any other amenities or infrastructure improvements that your community provides or requires that create a comfortable and attractive bicycling environment. (500 word limit)

The Wausau Area MPO created the 105-mile bicycle route system which includes over 600 custom bicycle route signs that are color-coded and numbered by route. The bicycle routes signs are 18' x 24' high-visibility retroreflective signs that meet the FHWA's Manual of Uniform Traffic Control Devices (MUTCD) standards. The signed bicycle routes make it convenient for bicyclists to navigate through the metro area safely and effectively. The signed routes incorporate many of the prominent bike/ped facilities in the metro area, which allows bicyclists of all levels to ride the best trails, bridges, and streets in our community. Our community has a significant amount of striped bicycle accommodations (striped shoulders) on city streets and county and state highways that allow bicyclists to travel safely. In total the Wausau MPO has 40 miles of 3 ft. paved shoulders. In 2009, the Wisconsin Legislature approved the passage of a state "complete streets" law that requires the inclusion of pedestrian and bicycle accommodations in new road construction or road reconstruction where state and/or federal transportation funds are used (with some exceptions). WisDOT has adopted rules (Trans 75) to implement the law.

Education

37. What percentage of your public and private schools offer bicycle education, e.g. through a Safe Routes to School or similar program?

Elementary

26-50%

Middle School

1-25%

High School

None

38. Outside of schools, how are children taught safe cycling skills? Check all that apply.

Bike clinics or rodeos , Youth recreation programs, Helmet fit seminars, Safety town , Trail riding classes

39. Do you have a ticket diversion program? Check all that apply.

No

40. What have you done in the last 18 months to educate motorists and bicyclists on sharing the road safely? Check all that apply.

Public service announcements, Share the Road educational videos on community website/TV channel, Community newsletter/magazine article, Flyer/handout, Info sessions/lunch seminars, Newspaper column/blog on bicycling, Dedicated bike page on community website, Billboards, Share the Road Signs

41. How many times per year are the following adult bicycling education classes held within your community? Answer all that apply.

Traffic Skills 101 classes or equivalent (full-day training course, including classroom and on-bike instruction)

Cycling Skills classes (three to four hour classroom training courses)

Commuter classes (one to two hour classes)

1

Bicycle maintenance classes or workshops

7

42. Do you offer regular Smart Cycling courses for your community engineers and planners that include on-bike instruction and in-traffic cycling?

No

43. Has your community hosted a League Cycling Instructor seminar in the past two years?

No

43a. How many League Cycling Instructors are there in your community?

43b. List League Cycling Instructors that have taught at least one class during the past 12 months. (250 word limit)

44. Which of the following groups of professional drivers have training that includes information on sharing the road with cyclists? Check all that apply.

Transit operators

45. Describe any efforts your community has made to ensure your education programs reach traditionally underserved populations, particularly seniors, women, youth and adult minorities and non-English speakers, and persons with disabilities of all ages. (250 word limit)

In 2013, the Central Wisconsin Offroad Cycling Coalition (CWOCC) partnered with our local YMCA to offer a summer mountain biking class. The class included instruction from bike care and maintenance to learning how to ride the trails. In 2013, there were 17 youth that participated ranging in age from 8-16. CWOCC will offer the course again in summer 2014. This course is listed in the YMCA Program Guide and is open to any youth YMCA member. The YMCA has a rich history of reaching traditionally under-served populations.

46. Describe any other education efforts in your community that promote safe cycling. (500 word limit)

During National Bike & Walk Week, there are several bicycle events throughout the Wausau area that help promote safe cycling. In May, the Village of Kronenwetter hosted its second annual Bike & Walk for the Health Of It, which included a short presentation on bicycle safety from our MPO Bicycle & Pedestrian Sub-Committee chair and Wausau Wheelers Recreational Road Bike Club president. The event featured helmet giveaways for youth and raffles that included bicycle safety items such as lights and reflectors. The event also featured bicycle rides of 4 and 9 miles. The Town of Rib Mountain hosted their annual May Children's Bike Rodeo and Family Bike Ride. The rodeo offered free bicycle inspections and the opportunity for children to visit several stations to test their bicycle safety skills, including replicated traffic intersections and busy roads, and proper hand signaling. Each year, the Everest Metro Optimist Club hosts a bicycle rodeo in early May. The first 325 children received a new bike helmet courtesy of the Wausau Area Safe Kids Coalition, a bicycle safety inspection, and a bike license from Rothschild, Schofield, and Weston. This year's event included a bicycle auction of 30 bicycles that were refurbished by the Everest Metro Police Department. Each spring, the Wausau Wheelers road bike club hosts a presentation for any club members that want to be ride leaders for the summer group rides. The presentation covers all aspects of bicycle safety as well as group riding tips. Safety City is a program offered by the Wausau Police Department designed for children who will be entering Kindergarten and their parents. The course includes a variety of topics including bicycle and pedestrian safety. Bicycling safety was also the theme of two Wausau Daily Herald's Ask an Officer columns which are written by a Wausau Police Department Lieutenant. In spring 2013, the Marathon County Health Department purchased 400 3-ft It's the Law Share the Road signs and distributed them to local bike shops, municipal centers, police departments, neighborhood groups, and bike clubs to be given out free-of-charge. These Share the Road yard signs were extremely visible throughout the entire Wausau metro area.

Encouragement

47. How do you promote National Bike Month/your own dedicated Bike Month? Check all that apply.

Official Proclamation, Community Rides, Mayor-led/Council-led Ride, Public Service Announcements, Videos promoting bicycling on community website/TV channel, Bike to School Day, Bicycle-themed festival/parade/show, Public education campaign relating to cycling (e.g. with a focus on public health or environmental benefits), Trail construction or maintenance day

47a. What percentage of the population participate in Bike Month events?

Less than 5%

47b. Do you actively promote Bike to Work Day or other bicycle commuting incentive programs?

Yes

If yes, describe (500 word limit)

The City of Wausau has kicked off Bike to Work Week for the past 2 years by holding a "Ride to Work with the Mayor" on Monday morning. Participants ride along a



designated route with the mayor to City Hall, where they are treated to coffee and breakfast items. In addition to media coverage on the Monday morning ride, the Wausau Daily Herald Editorial Board published a column entitled, "Biking to work is worth a try", which highlighted the new bicycle routes in the area and urged people to bike to work.

47c. Approximately what percentage of the community workforce do you reach on Bike to Work Day?

1-25%

48. How do you promote bicycling outside of your official Bike Month? Check all that apply.

Community and charity rides, Videos on bicycling on community website/TV channel, Public Service Announcements, Trail construction or maintenance day, Triathlons and bicycle races, Bike commuter events, Bike to School Day, Bicycle-themed festivals/parades/shows, Public education campaign relating to cycling (e.g. with a focus on public health or environmental benefits)

49. List the signature cycling events that occur in your community. (250 word limit)

Ride to Work with the Mayor - City of Wausau, Bike & Walk for the Health of It - Village of Kronenwetter, Rib Mountain Children's Bike Rodeo & Family Ride, Everest Optimist's Children Bike Rodeo, Bike 'N' Brats Demo Days, Spin Into Spring Event - Wausau Wheelers, Irishfest Bike Ride, Wausau 24 (Mountain Bike races)

49a. How does the municipality sponsor or actively support these events?

Organize the event, Fund event, Contribute in-kind funding (i.e. police presence, closing roads, etc), Assist in promoting the event

50. Does your local tourism board or chamber of commerce promote bicycling in your area?

Yes

If yes, describe (250 word limit)

Our area chamber includes bicycling information on their website, as well as a link to the new Wausau Area Bike Map. They also include the Wausau Area Bike Maps in all of their information kiosks throughout the community.

51. Are there cycling clubs in your community? Check all that apply.

Recreational bike clubs, Mountain bike clubs, Friends of the Trail groups

51a. List the names of the clubs. (500 word limit)

Wausau Wheelers Recreational Road Bike Club; Central Wisconsin Off Road Cycling Coalition (CWOCC), Friends of Mountain Bay Trail

52. How many specialty bicycle retailers (shops dedicated primarily to selling bikes and bike-related equipment) are there in your community?

6

52a. List their names. (250 word limit)

Sprocketz Bike Shop, Trek Store of Wausau, Builer's Cycle & Fitness Center, Shepherd & Schaller Sporting Goods, Inc., City Bike Works, Rib Mountain Cycles

53. Which of these bicycling amenities do you have in your community? Check all that apply.

Mountain bike park, Loop route(s) around the community

53a. Is there a skate park in your community?

Yes

If yes, do bikes have access to the skate park?

Always

54. Are there opportunities to rent bicycles in your community?

Yes

55. Does your community currently have a bike sharing program that is open to the general public?

No

55a. If yes, please provide details about the system below.

How many bikes are in the system?

How many stations are in the system?

How many trips are being made annually?

56. Do you have any current League of American Bicyclists designated Bicycle Friendly Businesses in your community?

No

57. Do you have any current League of American Bicyclists designated Bicycle Friendly Universities in your community?

No

58. Does your community have a bike co-op or non-profit community bike shop?

No

58a. If yes, does the co-op/non-profit community bike shop receive support from the local government?

59. Does your community have youth recreation and/or intervention programs centered on bicycling? Check all that apply.

Recycle a Bicycle

60. What mapping and route finding information is available for your community, which has been updated in the last 18 months? Check all that apply.

Online bike map outlining existing bike infrastructure (by type), public restrooms and other bicycle amenities, Printed bike map outlining existing bike infrastructure (by type), public restrooms and other bicycle amenities, Printed mountain bike trails map

61. Describe any other programs or policies your community has to encourage cycling. (500 word limit)

Enforcement

62. How does your police department interact with the local cycling community? Check all that apply.

A police officer is an active member of the Bicycle Advisory Committee, Identified law-enforcement point person to interact with cyclists

63. What kind of training is offered to police officers regarding traffic law as it applies to bicyclists? Check all that apply.

Basic academy training, Presentation by League Cycling Instructor or local cyclist

64. What enforcement programs that target improving cyclist safety are in place? Check all that apply.

Helmet giveaways, Light giveaways, Targeting motorist infractions, Targeting cyclist infractions, Share the road campaigns

65. What percentage of patrol officers are on bikes?

1- 10%

66. Are any other public safety (e.g. EMS) employees on bikes?

No

67. Do police officers report cyclist crash data or potential hazards to traffic engineers and planners to identify sites in need of safety improvements for cyclists?

Yes

68. Which of the following safety services and amenities are available in your community?

Street lighting on most arterials

69. Are there any local or state ordinances that protect cyclists? Check all that apply.

It is illegal to park or drive in a bike lane (intersections excepted), Ban on cell phone use while driving, Ban on texting while driving, Safe passing distance law

70. Do your local ordinances place any restrictions on cyclists? Check all that apply.

None of the above

71. Describe any other enforcement programs or policies relating to cycling. (500 word limit)

During the summer months, the Wausau Police Department employs 2 Community Service Officers (CSOs) that patrol the downtown business and shopping district on bicycles. In recent years, business owners have noticed that there are an increasing number of cyclists riding on the sidewalks in the downtown area. The people riding their bicycles on the sidewalk lead to several crashes with pedestrians and a number of "near misses" with pedestrians who were coming in or out of storefronts. Business owners were frustrated after many incidents of yelling at cyclists as they sped across the downtown sidewalks. The City of Wausau Bicycle & Pedestrian Advisory Committee received the majority of the complaints and were charged with coming up with a plan to address the problem of cyclists on downtown sidewalks. Since bicycles are identified as vehicles, they are meant to be on the road and the committee wanted to ensure that cyclists know the rules of the road. Since the Wausau Police



Department was a key stakeholder at the table, they offered the CSOs as a resource to help educate cyclists in the downtown area. Starting in the summer of 2013, the CSOs could give out warnings to cyclists who were disobeying any rule of the road, including riding on sidewalks. Along with a warning, the CSOs would provide the cyclist with a Wisconsin Bicycle Laws card and encourage them to walk their bikes when on the sidewalk. Any subsequent incident would result in a municipal citation. In total, the CSOs issued 83 warnings or citations for the summer of 2013. They reported that most individuals caught on, but there were many repeat offenders, who made up for the majority of the citations. Overall, the first year of the program was a success and the Wausau PD will continue it next summer.

Evaluation and Planning

72. Does your community have a comprehensive bicycle master plan or similar section in another document?

Yes

72a. If yes, please provide details about the plan below.

Provide a link to the plan or describe. (250 word limit)

http://www.co.marathon.wi.us/Portals/0/Departments/CPZ/Documents/WausauMPO_BicyclePedestrianPlan.pdf

When was it passed or most recently updated?

The plan was adopted in January 2009.

Is there a dedicated funding source for implementation?

No

What percentage of the current plan has been implemented?

65%

Are you meeting annual target goals for implementation?

Yes

73. Do you have a trails master plan that addresses mountain bike access?

Yes

If yes, provide the link to the plan or describe. (250 word limit)

http://cwocc.org/wp-content/uploads/2013/07/CWOCCMasterProposal_finalv3.pdf

74. Is there formal cooperation between the mountain biking community and the community recreation and planning staff?

Yes

If yes, describe (100 word limit)

Our County Transportation Planner and Parks, Recreation, and Forestry Director have both been involved with the creation of the Central Wisconsin Offroad Cycling Coalition's Master Plan for mountain biking in the Wausau area.

75. Does your community have an on-going bicycle counting and/or survey program that allows for long-term trend analysis of cycling trips (e.g. participation in the National Bicycle and Pedestrian Documentation Project)?

Yes

If yes, please describe the most recent results. (250 word limit)

In June 2013, members of the MPO Bicycle & Pedestrian Sub-Committee completed traffic counts of prominent bicycle & pedestrian facilities in the community (shared-use paths, bike lanes, bike/ped overpasses/underpasses, etc.). Members observed each location for a 1-hour period, recording the date, time, location, and weather conditions of their observation period. Members recorded the number of users for each of these 7 categories: adult cyclist without helmet, adult cyclist with helmet, youth/child cyclist without helmet, youth/child cyclist with helmet, adult pedestrian, youth/child pedestrian, or other. The total number of users varied from 3 to 44 per hour, with an average of 20 users per hour. Several bicycle & pedestrian facility locations averaged over 40 users per hour during the counts. A pressure hose counter was used on a bike/ped bridge that crosses over the Wisconsin River. The counter was in place from Wednesday, July 10 through Monday, July 15. The total number of cyclists was 471. The daily totals (starting on Wed. July 10) were 88, 95, 72, 60, 76, and 80. 2013 was the first year that the MPO Bike/Ped Sub-Committee completed consistent counts. 2013 data will provide the basis for future bicycle and pedestrian counts in the coming years.

75a. If yes, do the counts capture the gender of cyclists?

No

76. Does your community routinely conduct pre/post evaluations of bicycle-related road projects?

No

77. Does your community establish target goals for bicycle use, e.g. a certain level of bicycle mode share?

No

78. What is the most current journey-to-work data for your community? Tip: Search for topic B08301 (Means of Transportation to Work) for your community on the American FactFinder website (Advanced Search). Choose the most recent data set available for your community. Divide the total number of bicycle/pedestrian/transit commuters by the total number of commuters and multiply the result by 100.

Bicycling (in %)

1.7

Percentage of bicycle commuters who are women (See topic B08006. Choose the most recent data set available for your community. Divide the total number of women bicycle commuters by the total number of bicycle commuters and multiply the result by 100.)

Walking (in %)

2.2

Transit (in %)

0.6

79. What is the average commuting distance to work for residents of your community? Tip: This data is not available nationally and needs to be collected locally (or estimated).

5-10 miles

80. What percent of children commute to school by bicycle? Tip: This data is not available nationally and needs to be collected locally.

Elementary

Middle School

High School

81. How many cyclists have been involved in a crash in your community in the past five years involving a motor vehicle?

131

81a. How many cyclist fatalities have occurred in your community in the past five years involving a motor vehicle?

3

81b. Do you have a specific plan or program to reduce these numbers?

Yes

If yes, describe (250 word limit)

Bike rodeos and educational workshops are scheduled to educate parents and children how to ride safely and share the road with bicyclists. Each spring through summer, the MPO Bike/Ped Sub-Committee produces a multi-faceted educational/promotional campaign for bicycling safety that includes earned media spots, letters to the editor, and handouts/resources for local bike shops.

82. Do you measure the Bicycle Level of Service of roads and/or intersections?

No

83. Do you have community-wide trip reduction policies or programs?

No

83a. Does the program use individualized marketing to identify and support current and potential bike commuters in your community?

No



84. Have you done an economic impact study on bicycling in your community?

No

85. Do you have a mechanism to ensure bicycle facilities, programs and encouragement efforts are implemented in traditionally underserved neighborhoods?

Yes

If yes, describe (250 word limit)

In the Wausau MPO, The Safe Kids Wausau Area Coalition seeks to improve childhood safety through many initiatives such as; car seat, bicycle, home, pedestrian, water and fire safety. The Safe Kids Coalition is a leader in our community for bicycle and pedestrian safety, especially for underserved populations. In 2013, the Safe Kids Coalition conducted a bicycle safety event in a mobile home community. The mobile home community was an ideal place for bicycling because of a centrally-located park, but there had been a bicycle crash involving a child in the summer of 2012. During the event, 58 children were fitted for bicycle helmets. This event was a great example was a great example of a community organization reaching out to an underserved population to improve bicycling safety. The Safe Kids Coalition is planning to do more bicycle safety events in mobile home communities in 2013.

86. Describe any other programs or policies that your community uses to evaluate and/or plan bicycling conditions, programs, and facilities. (500 word limit)

Through the Wausau MPO, a bicycle and pedestrian plan is created every 5 years to evaluate current conditions and recommend future improvements for facilities, programs and policies.

Final Overview

87. What are the three primary reasons your community deserves to be designated a Bicycle Friendly Community?

Reason One (250 word limit)

In June 2012, the Marathon County Board of Supervisors passed a resolution to become the healthiest, safest, and most prosperous county in the state. In support of this resolution and Marathon County's goal to become a magnet community for young professionals, the Education and Economic Development Committee contributed a grant to the Health Department for the creation of a metropolitan bicycle route and signage system. This initial \$13,000 grant was the impetus in creating a 105-mile bicycle route network throughout the entire Wausau metro area. Now, with over 600 custom bicycle route signs that are color-coded and numbered by route, the Marathon County Bicycle Route System is a prominent, visible representation of our communities' investment in bicycling. The new bicycle route signage system has not only produced increase awareness for bicycling, it has transformed the Wausau metro area into a bicycle-friendly community. As soon as the new bicycle route signs were unveiled to the media, the perception of the Wausau areas as being unfriendly to bicyclists changed immediately. Our local paper's editorial board wrote a column saying, "Bicycling in the Wausau area has never been easier or better." The new signs were also featured as the cover story a weekly paper, The City Pages in May 2013. The piece was appropriately titled, "Signs of the Time: The bicycling reputation of Wausau just got a bump".

Reason Two (250 word limit)

The Wausau metro area was handpicked by Trek Bicycle Corp. and the International Mountain Biking Association (IMBA) to become the first Ride Center in Wisconsin. The IMBA Ride Center designation represents IMBA's Model Trail recognition for large-scale mountain bike facilities that offer something for every rider. Of the 11 IMBA Ride Centers in the world, this is the first time that IMBA has extended an invitation to a specific community to become a Ride Center. With the support of Trek Bicycle Corp. and a local community foundation, the Central Wisconsin Offroad Cycling Coalition (CWOCC) – a local chapter of IMBA – developed a comprehensive proposal to develop the Wausau area into an IMBA Ride Center. CWOCC's mountain biking master plan, which identifies 18 Ride Center amenities, was unveiled in August 2013 to area leaders and elected officials and was met with overwhelming support and enthusiasm. An August 2013 City Pages cover story about Ride Center plan had quotes in support of the plan from the Wausau mayor, director of Marathon County parks and recreation, the executive director of the Wausau/Central Wisconsin Convention & Visitors Bureau, county board members, health department officials, school district representatives, and the executive director of the Community Foundation of North Central Wisconsin. CWOCC's master plan to turn the Wausau area into a Ride Center has undoubtedly lit a spark into our community. This is going to put the Wausau area on the map as the premier mountain biking destination in the state.

Reason Three (250 word limit)

With the formation of the Bicycle & Pedestrian Sub-Committee in 2006 and the adoption of the first Bicycle and Pedestrian Plan in 2009, the Wausau Area MPO has made the commitment to improving bicycling throughout the community. The Wausau Area MPO Bicycle & Pedestrian Sub-Committee's diverse membership has enabled the group to become the leader for all bicycle/pedestrian planning, engineering, education, and events in the Wausau metro area. The MPO Bike/Ped Sub-Committee has linked transportation planners, city planners, public works directors, park and recreation directors, law enforcement officials, and public health educators with local bike clubs, bike shop owners, and area bicycle enthusiasts. The new metro bicycle route signage project was a prime example of how through collective impact, all of the members from the Wausau Area MPO Bike/Ped Sub-Committee worked together to create a healthier and safer environment for bicyclists and to help make our community more bicycle-friendly.

88. What are the three aspects of your community most in need of improvement in order to accommodate bicyclists?

Aspect One (100 word limit)

In the Wausau metro area, there is still a divide between the motorist and the bicyclist when it comes to sharing the road. Our community as a whole needs to do a better job to encourage and promote harmony between bicyclists and motorists. We continue to hear complaints from motorists that bicycles do not belong on the road. The MPO Bike/Ped Sub-Committee has worked hard to shift our community's culture regarding shared roadways between motorists and bicyclists and significant progress has been made over the past few years, but efforts need to continue.

Aspect Two (100 word limit)

The Wausau MPO needs more on-street bicycle accommodations. In the entire Wausau MPO, there are only 7.5 miles of bike lanes. Building better bicycle infrastructure is absolutely critical to improving safety and accessibility for bicyclists. The Wausau MPO Bike/Ped Sub-Committee supports, encourages, and educates bicyclists to ride on the road. The new metro bicycle route system has identified and signed 105 miles of bicycle routes throughout the metro area, most of it on local streets and county roads. By creating better on-street bicycle facilities, our community can build better, safer streets for all bicyclists.

Aspect Three (100 word limit)

Currently there are no Bicycle-Friendly Businesses or Universities in the Wausau MPO. To truly become a Bicycle-Friendly Community, we need to have the support of local businesses and institutions that are also bicycle-friendly. It is imperative that the MPO Bike/Ped Sub-Committee engage and support area businesses who are seeking to become bicycle-friendly.

89. Has completing this application made you more aware of what your community needs to do to be bicycle friendly?

Yes

If yes, describe (250 word limit)

To further the Bike/Ped Sub-Committee's goal of becoming a more bike friendly community the Wausau Area MPO will be creating a new bicycle and pedestrian plan in 2014 utilizing this Bicycle Friendly Community Application as the framework for the new plan.

90. Are you planning any new projects based on your completion of the Bicycle Friendly Community application?

Yes

If yes, describe (250 word limit)

As a result of this application, our MPO Bike/Ped Sub-Committee identified that a bicycle parking inventory was needed for the Wausau metro area. In order to successfully compile a bicycle parking inventory, an inventory of bicycling destinations was created to include all grocery stores, restaurants, businesses, banks, retail stores, etc. The next step will be asking Bike/Ped Sub-Committee members and volunteers to conduct an assessment if each location has a bicycle rack or bicycle parking available. This inventory will enable the MPO Bike/Ped Sub-Committee to put a greater emphasis on bicycle parking as part of the new bicycle and pedestrian plan in 2014.

Submit any documents that you would like to provide in support of your application, including at least five high resolution photos (1-2MB) here. You can submit up to 5 files at the time and there is no limit on how many files can be submitted. By submitting photos, the League of American Bicyclists has the right to use your photos to promote bicycling. Please note that the files will submit immediately and will not appear as an attachment.

We often get requests for model BFC applications from aspiring communities. Would you be willing to share your application?

Yes

How did you hear about the BFC program?

From other communities in Wisconsin.