

WAUSAU METROPOLITAN AREA, WISCONSIN



TOTAL POPULATION

84,831

POPULATION DENSITY

527

TOTAL AREA (sq. miles)

160.7

OF LOCAL BICYCLE FRIENDLY BUSINESSES

NA

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES

NA

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	Wausau Metropolitan Area
Arterial Streets with Bike Lanes	45%	30%
Total Bicycle Network Mileage to Total Road Network Mileage	30%	12%
Public Education Outreach	GOOD	GOOD
Share of Transportation Budget Spent on Bicycling	7%	1.50%
Bike Month and Bike to Work Events	GOOD	GOOD
Active Bicycle Advocacy Group	ACTIVE	ACTIVE
Active Bicycle Advisory Committee	ACTIVE	MEETS MONTHLY OR MORE
Bicycle-Friendly Laws & Ordinances	SOME	FEW
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	1 PER 70K	1 PER 84.8K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	2/10
EDUCATION <i>Motorist awareness and bicycling skills</i>	3/10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	3/10
ENFORCEMENT <i>Promoting safety and protecting bicyclists' rights</i>	3/10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	1/10

KEY OUTCOMES

	Average Silver	Wausau
RIDERSHIP <i>Percentage of daily bicyclists</i>	3.5%	0.70%
SAFETY MEASURES CRASHES <i>Crashes per 10k daily bicyclists</i>	180	662
SAFETY MEASURES FATALITIES <i>Fatalities per 10k daily bicyclists</i>	1.4	13.33



KEY STEPS TO SILVER



- » Continue efforts to adopt a Complete Streets policy and offer implementation guidance. By adopting a Complete Streets policy, communities direct their transportation planners and engineers to routinely design and operate the entire right-of-way to enable safe access for all users, regardless of age, ability, or mode of transportation. This means that every transportation project will make the street network better and safer for drivers, transit users, pedestrians, and bicyclists – making your community a more desirable place to live and do business.
- » 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. Particularly as students learn to drive cars; it is important that they

continue to learn about safe bicycling practices and how to safely share the road as drivers. Work with your local bicycle groups or interested parents to expand the Safe Routes to School program to all schools.

- » Provide a variety of targeted bicycle events to engage women, seniors, and other demographic groups that may benefit from non-traditional or group-specific bicycle events. Targeted events may help to encourage groups that have specific concerns about bicycling or which have not previously been engaged in supporting bicycling improvements.
- » Adopt and implement the bicycle plan that is currently being prepared. Ensure that there is a feedback mechanism to help the community meet goals for the implementation of your bicycle plan.