



# RIDGELAND, MS

TOTAL POPULATION  
**24,258**

POPULATION DENSITY  
**919**

TOTAL AREA (sq. miles)  
**26.2**

# OF LOCAL BICYCLE FRIENDLY BUSINESSES **1**

# OF LOCAL BICYCLE FRIENDLY UNIVERSITIES **0**

## 10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

|   | Average Silver | Ridgeland |
|---|----------------|-----------|
| Arterial Streets with Bike Lanes                            | 45%            | 0%        |
| Total Bicycle Network Mileage to Total Road Network Mileage | 30%            | 13%       |
| Public Education Outreach                                   | GOOD           | VERY GOOD |
| % of Schools Offering Bicycling Education                   | 43%            | 58%       |
| Bike Month and Bike to Work Events                          | GOOD           | SOME      |
| Active Bicycle Advocacy Group                               | YES            | YES       |
| Active Bicycle Advisory Committee                           | YES            | SOMEWHAT  |
| Bicycle-Friendly Laws & Ordinances                          | SOME           | YES       |
| Bike Plan is Current and is Being Implemented               | YES            | YES       |
| Bike Program Staff to Population                            | PER 70K        | PER 16K   |

## CATEGORY SCORES

|   |               |
|---|---------------|
| <b>ENGINEERING</b><br><i>Bicycle network and connectivity</i>                   | <b>3 / 10</b> |
| <b>EDUCATION</b><br><i>Motorist awareness and bicycling skills</i>              | <b>4 / 10</b> |
| <b>ENCOURAGEMENT</b><br><i>Mainstreaming bicycling culture</i>                  | <b>4 / 10</b> |
| <b>ENFORCEMENT</b><br><i>Promoting safety and protecting bicyclists' rights</i> | <b>5 / 10</b> |
| <b>EVALUATION &amp; PLANNING</b><br><i>Setting targets and having a plan</i>    | <b>2 / 10</b> |

## KEY OUTCOMES

|   | Average Silver | Ridgeland |
|---|----------------|-----------|
| <b>RIDERSHIP</b><br><i>Percentage of daily bicyclists</i>                       | 3.5%           | 0.13%     |
| <b>SAFETY MEASURES CRASHES</b><br><i>Crashes per 10k daily bicyclists</i>       | 180            | 634       |
| <b>SAFETY MEASURES FATALITIES</b><br><i>Fatalities per 10k daily bicyclists</i> | 1.4            | 0         |
| <b>PUBLIC RATING</b>  | SILVER         | SILVER    |



- » Adopt a Complete Streets policy and offer implementation guidance.
- » Continue to expand the bike network and to increase network connectivity through the use of different types of bike lanes and cycle tracks. Focus in particular on making arterials more bicycle-accessible.
- » Work with Bike Walk MS to put on a 'Ciclovía' type event, closing off a major corridor to auto traffic and offering the space to cyclists and pedestrians.
- » Encourage local businesses to provide discounts for customers arriving by bicycle or promote existing bicycle discount programs.
- » Encourage more local businesses, agencies, and organizations to promote cycling to their employees and customers and to seek

recognition through the Bicycle Friendly Business program.

- » Create your own Bicycle Advisory Committee.
- » Develop a more comprehensive 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.
- » Adopt a target level of bicycle use (percent of trips) to be achieved within a specific timeframe, and ensure data collection necessary to monitor progress.