



WICHITA FALLS, TX

TOTAL POPULATION

104,553

POPULATION DENSITY

1,500

TOTAL AREA (sq. miles)

70.1

OF LOCAL BICYCLE FRIENDLY BUSINESSES

1

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES

0

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	Wichita Falls
High Speed Roads with Bike Facilities	35%	33%
Total Bicycle Network Mileage to Total Road Network Mileage	48%	17%
Bicycle Education in Schools	GOOD	NEEDS IMPROVEMENT
Share of Transportation Budget Spent on Bicycling	11%	1%
Bike Month and Bike to Work Events	GOOD	VERY GOOD
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS EVERY TWO MONTHS	MEETS AT LEAST MONTHLY
Bicycle-Friendly Laws & Ordinances	GOOD	VERY GOOD
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	1 PER 78K	1 PER 30K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	3.6 /10
EDUCATION <i>Motorist awareness and bicycling skills</i>	3.8 /10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	5.2 /10
ENFORCEMENT <i>Promoting safety and protecting bicyclists' rights</i>	2.8 /10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	5.8 /10

KEY OUTCOMES

	Average Silver	Wichita Falls
RIDERSHIP <i>Percentage of Commuters who bike</i>	2.7%	0.13%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	537	1,967
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	6.3	33.33



KEY STEPS TO SILVER



» Adopt a Complete Streets policy and create implementation guidance. Consider lowering posted speed limits, particularly on neighborhood greenways, and introduce road diets and traffic calming measures to ensure compliance.

» Continue to increase the amount of high quality bicycle parking throughout the community, and to upgrade the quality of existing bike parking. Adopt a bike parking ordinance that specifies the amount and location of secure, convenient, APBP-compliant bike parking available.

» Expand bicycle safety education to be a routine part of education for students of all ages, and ensure that schools and the surrounding neighborhoods are particularly safe and convenient for biking and walking. Work with local bicycle groups and interested parents to create Safe Routes to School programming for all K-12 schools.

» Increase the number of local League Cycling Instructors (LCIs) in your community, either by hosting an LCI seminar or sponsoring a City staffer, Police Officer, and/or local bike advocate to attend an existing seminar elsewhere.

» Develop a community-wide trip reduction ordinance/program, incentive program, and/or a Guaranteed Ride Home program to encourage and support bike commuters in Wichita Falls.

» Develop a bike patrol unit to improve bicyclist/officer relations, and ensure that law enforcement officers who are not certified or trained as bicycle patrol officers nevertheless have basic training or experience with bicycling in your community in order to foster positive interactions between bicyclists and police officers.

» Adopt a comprehensive road safety plan or a Vision Zero policy to create engineering, education, and enforcement strategies to reduce traffic crashes and deaths for all road users, including bicyclists and pedestrians.

» Appoint a staff member Bicycle & Pedestrian Coordinator or create a new position.

» 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.