

CONWAY, AR

TOTAL POPULATION

58.908

TOTAL AREA (sq. miles)

46.2

POPULATION DENSITY

1.275

OF LOCAL BICYCLE FRIENDLY BUSINESSES

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES

10 BUILDING BLOCKS OF

| Average Silver | Conway |
|---------------------------|---|
| 35% | 3% |
| 48% | 17% |
| GOOD | NEEDS IMPROVEMENT |
| 11% | 5% |
| GOOD | GOOD |
| YES | YES |
| MEETS EVERY TWO MONTHS | MEETS AT LEAST MONTHLY |
| GOOD | EXCELLENT |
| YES | YES |
| 1 PER 78K | 1 PER 295K |
| | 35% 48% GOOD 11% GOOD YES MEETS EVERY TWO MONTHS GOOD YES |

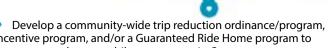
CATEGORY SCORES

| ENGINEERING Bicycle network and connectivity | 3.0/10 |
|--|--------|
| EDUCATION Motorist awareness and bicycling skills | 3.3/10 |
| ENCOURAGEMENT Mainstreaming bicycling culture | 3.5/10 |
| ENFORCEMENT Promoting safety and protecting bicyclists' rights | 3.6/10 |
| EVALUATION & PLANNING Setting targets and having a plan | 4.0/10 |

| KEY OUTCOMES | Average Silver | Conway |
|---|----------------|--------|
| RIDERSHIP Percentage of Commuters who bike | 2.7% | 0.30% |
| SAFETY MEASURES CRASHES Crashes per 10k bicycle commuters | 537 | 1,146 |
| SAFETY MEASURES FATALITIES Fatalities per 10k bicycle commuters | 6.3 | 0 |



KEY STEPS TO SILVER



- Ensure that your Complete Streets policy is followed for all projects, and that compliance is tracked. Ensuring compliance with a Complete Streets policy is an important and often low-cost way to add to your bicycle network. Striping bicycle lanes as part of repaving operations can save 40% of the cost of adding a bicycle lane. If necessary, revisit your Complete Streets policy and process to ensure better compliance.
- Continue to increase the amount of high quality bicycle parking throughout the community. Ensure that APBP-compliant bicycle parking is available in areas near popular destinations and urban activity centers. Without secure and convenient bike parking it is difficult for a person to choose to ride their bicycle for transportation or utilitarian trips.
- >> 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.

- Develop a community-wide trip reduction ordinance/program, incentive program, and/or a Guaranteed Ride Home program to encourage and support bike commuters in Conway.
- 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. Road diets, lane diets, and traffic calming treatments are important engineering components for addressing safety.
- Continue to develop a bicycle count program that utilizes several methods of data collection including automated bicycle counters to provide long-term data on bicycle use at fixed points and mobile counters to provide periodic or before/after data related to a changes in your community's road or bicycle network.
- 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.